

Headline	KTC appointed as PUF's distribution partner		
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KTC appointed as PUF's distribution partner

By VESTA VANESSA JSOL

KOTA KINABALU: Kim Teck Cheong Distribution Sdn Bhd, (KTC), a wholly-owned subsidiary of Kim Teck Cheong Consolidated Berhad was appointed by Premium United Foods Sdn Bhd as a distribution partner to distribute a range of products such as coffee candy, coffee, chocolate, biscuits and other products.

Executive Director of KTC, Dexter Lau, said that the appointment allows KTC to distribute products under the brand names of Kopiko, Choki Choki and Danisa Butter Cookies.

"KTC continues to strive

for more sole distributorships. We strongly believe that product diversity and product quality will enable us to value-add to all our consumers and expand our distribution channels," said Dexter here, yesterday.

Equipped with over 79 years of industry experience, KTC has been successfully managed by the Lau family and it continues to expand its business presence and branding throughout Sabah, Sarawak, Labuan and Brunei.

Today, KTC is one of the largest consumer package goods (CPG) distributors in East Malaysia with 7,087 sales and distribution points covering over 84 districts.

KTC's core business focus-

es on providing market access and coverage of CPG including F&B products, personal care products, household products, baby care products, LED and conventional lighting.

Not only has KTC developed a niche and expertise in CPG distribution, the listed Group has developed its own inhouse brands namely Orie and Creamos, which manufactures and distributes frozen and dry goods and bakery products across East Malaysia.

Premium United Foods Sdn Bhd (PUF) was incorporated on 27 April 1991, and principally engaged in distribution of confectioneries and beverages in Malaysia with sev-

eral distributors. It supplies to over 10,000 retail outlets across Peninsular and East Malaysia.

The company provides a wide range of products such as coffee, candy, chocolate, biscuits and wafers under well-known household brands such as Kopiko Coffee Candy, Kopiko coffee, Choki-Choki chocolate paste, Danisa Butter Cookies, Roma coconut biscuits, Slai O Lai jam filled biscuits and Go Cheese Wafers.

PUF is part of the PT Mayora Indah Tbk group, an Indonesian consumer products company which was established in 1977 and has since then grown to become a recognised global company.