FFOODS Spectrum
perspectives on food technologies & business
ASIA

CP Foods plant-based nuggets and chicken sausage win Crystal Taste award

28 May 2024 | News

This award reflects the company's commitment to developing food that crafts delicious flavours for consumers worldwide



This award reflects the company's commitment to developing food that crafts delicious flavours for consumers worldwide

Charoen Pokphand Foods Public Company Limited (CP Foods) announces that its Meat Zero Chicken Nuggets and CP Signature Chicken Sausage have recently been awarded the Crystal Taste Award, recognising that these products have consistently earned the prestigious three-star rating for three consecutive years as evaluated by world-class chefs and sommeliers from the International Taste Institute. This award reflects the company's commitment to developing food that crafts delicious flavours for consumers worldwide. Additionally, the company received 16 Superior Taste Awards in the Meat & Charcuterie categories for its high-quality fresh and ready-to-eat products.

Anarkawee Chooratn, Head of Marketing at CP Foods, highlighted the recognition of the exceptional quality and deliciousness of Meat Zero Plant-Based Chicken Nuggets and CP Signature Chicken Sausage. These products were evaluated through a rigorous blind-tasting methodology conducted by a jury of top professional chefs and sommeliers from around the world. This certification underscores the superior taste and quality of CP Foods' products and guarantees that consumers can savour meticulously crafted meals.

Meat Zero Plant-Based Chicken Nuggets, produced with the companyâ??s innovative Plant-Tec technology, offer a meat-like texture and delicious taste like real meat while being high in protein and fibre and free from cholesterol. They are a choice for health-conscious consumers, vegetarians, or flexitarians, continuously guaranteed with the Superior Taste Award for three consecutive years.

CP Signature Chicken Sausage, made from chicken breast meat blended with spices and certified by Halal, offers a sweet and mellow taste with a smoky aroma from beechwood, resulting in a perfectly crispy outer layer and tender, juicy texture.