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CJ Foods launches nutrient-rich o-right tempeh chips

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CJ Foods has announced the launch of its new high-protein snack, O-right Tempeh Chips, in Thailand. Its name combines the "O" shape of the chips with the idea of being made in a "right" way.

This innovative snack is made from Tempeh, a traditional Indonesian fermented soybean food. Each bag provides 6g of plant-based protein and contains no artificial colouring or preservatives. Available in four flavours â?? K-BBQ, Kimchi, Sriracha, and Truffle & Cheese â?? the K-BBQ and Kimchi flavours are tailored specifically to the taste of Thai consumers who have shown a growing interest in Korean food. The aromatic and crispy O-right Tempeh Chips are ideal for any occasion, including pre & post-workout, family gatherings, gaming sessions, and movie nights.

The chips are currently available on Shopee and Lazada, as well as at supermarket chains like Villa Market and Dear Tummy. CJ Foods plans to expand distribution to more supermarkets and hypermarkets, including Gourmet Market, Tops, and Big C within September, to reach 7-Eleven stores by the end of the year.

With O-right Tempeh Chips, CJ Foods aims to introduce healthier snack options to the Thai market, which has traditionally been dominated by potato chips, and to attract younger consumers. The company is engaging in various marketing activities through TikTok, Facebook, and Instagram to boost visibility.