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CPF Wins Marketeer No.1 Brand Thailand 2026 Awards for Chilled and Frozen Food

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Charoen Pokphand Foods Public Company Limited (CPF) has been named the No.1 brand in Thailand in the Chilled Food and Frozen Food categories at the Marketeer No.1 Brand Thailand 2026 awards, reinforcing consumer confidence in its meat and protein offerings.

The recognition is based on consumer preferences gathered from more than 6,500 respondents nationwide, rather than a judging panel. The Marketeer No.1 Brand Thailand awards have been held for more than 14 years and are positioned as an indicator of brand popularity and consumer trust in Thailand.

The award reflects CPF's customer-centric approach and its integrated "Feed-Farm-Food" production system, through which the company manages quality and nutrition across its production chain. The approach supports CPF's broader "Kitchen of the World" mission to provide Thai consumers with accessible, high-quality meat protein and nutrition.

"Good protein and good nutrition" remain central to CPF's product development strategy, according to Anarkawee Chooratn, Head of Marketing, CPF. The company is focusing on food innovations made from real meat while maintaining food safety, convenience and accessibility for consumers.

CPF has also expanded its food innovation portfolio to align with evolving consumer preferences. Its offerings include Chicken Basil with Rice Sausage, produced under safety standards comparable to those applied to food prepared for astronauts; Chicken Pocket, a high-protein sandwich; and CP Chicken Nuggets, which has received the Crystal Taste Award from Belgium.

CPF said the latest recognition will encourage the company to further strengthen its food quality, production standards and innovation capabilities while continuing to develop products that meet changing consumer needs.

The company’s approach is underpinned by its “Make Better Foods for Better Lives” promise, with a focus on delivering good nutrition and quality protein that remains accessible to consumers.