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Milkground Partners with DKSH to Expand Cheese Portfolio in Hong Kong

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The partnership will begin in Hong Kong's retail market, with plans to expand into food services



Milkground, one of China's leading cheese brands, announced a strategic partnership with DKSH, a leading partner for companies seeking to grow their consumer goods business in Asia and beyond, to bring a wide range of cheese products to consumers in Hong Kong. The partnership was unveiled at a press conference attended by Milkground President Kuai Yulong and DKSH Vice President, FMCG, Greater China, Hugo Reyes, along with senior executives from both companies.

With over 160 years of experience helping companies grow across Asia and beyond, DKSH is headquartered in Switzerland and operates in 35 markets, working with more than 500 consumer goods companies and 4,800 business partners to connect them to extensive retail and food services networks across the region.

Hugo Reyes, DKSH Vice President, FMCG, Greater China, said: "Milkground has built a reputation in China for quality, nutrition, and innovation that few dairy brands can match. Consumer habits across Asia are shifting toward convenient and healthy snacking, trusted premium brands and family-oriented food solutions – trends that open up substantial opportunities for Milkground's full range across multiple markets."

The partnership will begin in Hong Kong's retail market, with plans to expand into food services and, over time, other markets across Asia through DKSH's regional network. For Milkground, DKSH was a natural choice: entering a new market takes more than getting products onto shelves – it takes an understanding of local tastes, strong retail relationships, and the patience to build a brand families trust over time, all strengths DKSH brings to the table.

Reyes added that Milkground, backed by Mengniu Group, brings mature industry experience, strong dairy R&D capabilities, and a solid supply chain, giving it a firm base for future category growth. As dairy consumption grows across Asia, he said the two companies see room to expand beyond cheese over time and look forward to exploring that opportunity together.

Kuai Yulong, Milkground President, said: "Hong Kong's energy and openness to the world made it the natural place to start. Hong Kong remains one of Asia's most dynamic and internationally connected consumer markets. For Milkground,

our ambition is to become not just a leading Chinese brand, but a name recognised all over the world. Today's launch is the first step of that journey."