

CO-RO invests in Asia through Chinese acquisition

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JKD is a distributing company, holding brand distribution licenses for a range of products in catering, including a license to sell juice products under the brand Huiyuan; China's leading juice brand.

CO-RO is the owner of the Sunquick brand which is the largest international brand in the HoReCa sector in China. Having the exclusive rights to sell both Sunquick and Huiyuan in the HoReCa sector, CO-RO is expecting to achieve growth for both brands.

CO-RO has key production plants in China, Malaysia and Sri Lanka, where the trademark Sunquick enjoys a position as brand leader. The plant CO-RO Food (China) is situated in the southern part of China, whereas JKD has a strong foothold in the northern part. Having acquired JKD, CO-RO is now the only player on the Chinese market with a national distribution net of concentrated juice to the HoReCa sector. Further, the acquisition paves the way to a strategic cooperation with Huiyuan.