



SUNPEEPS

BEVERAGE

Yendrink

YENDRINK BRAND JOURNEY

PLANT MILK



Lotus's



Tops



2024

PROTEIN BLEND



2025

PROTEIN BLEND



2026

CURRENT MARKET LANDSCAPE



Chocolate

Strawberry

Thai Tea

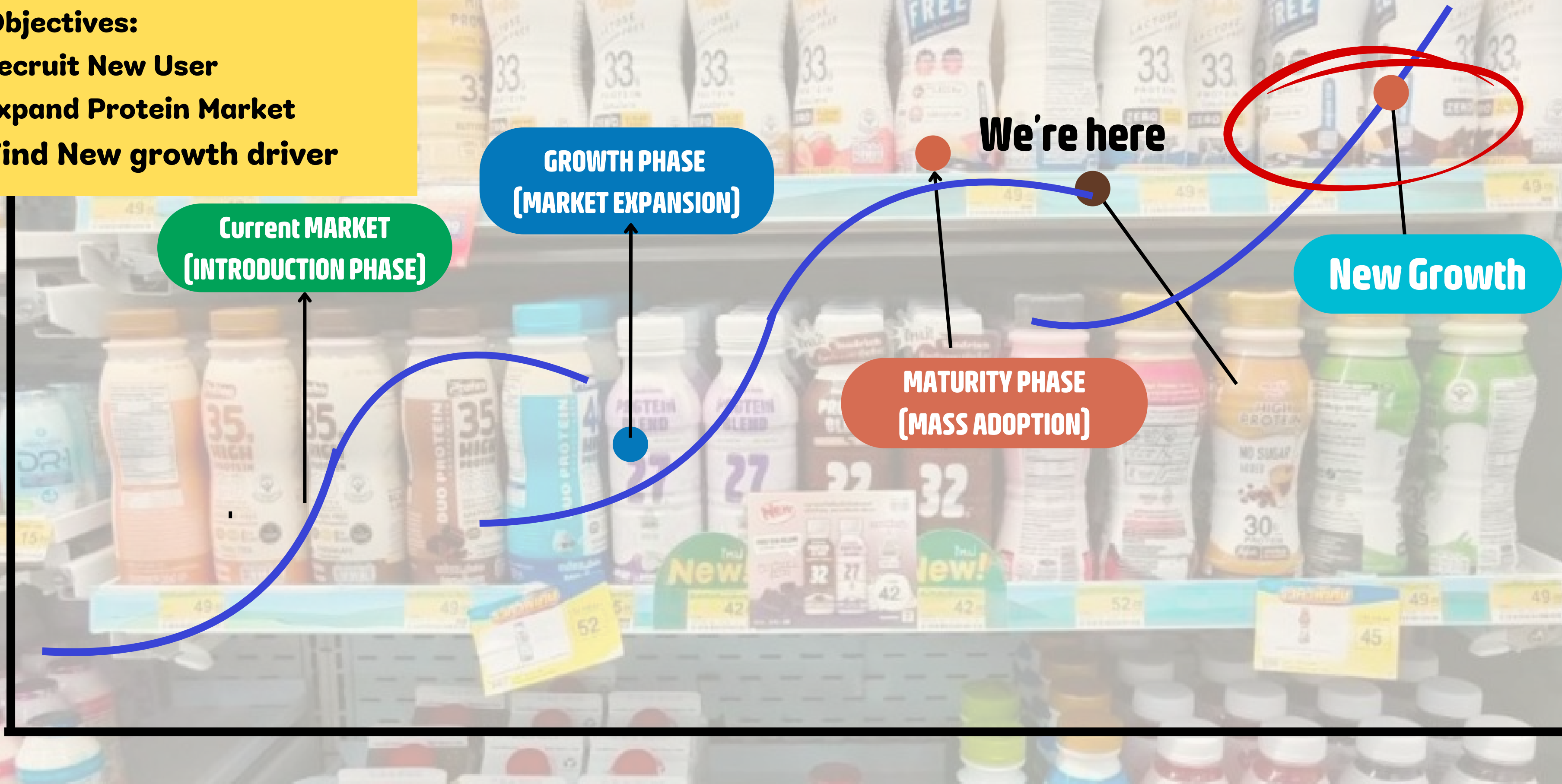
Matcha

Banana

Build New Collab Platform to Grow New Market

Key Objectives:

- Recruit New User
- Expand Protein Market
- Find New growth driver



KEY TO NEW GROWTH DRIVER

- 1) New Target group
- 2) New Occasion
- 3) New Frequency

Taste + Price + New Customer base = New S- Curve



Yendrink



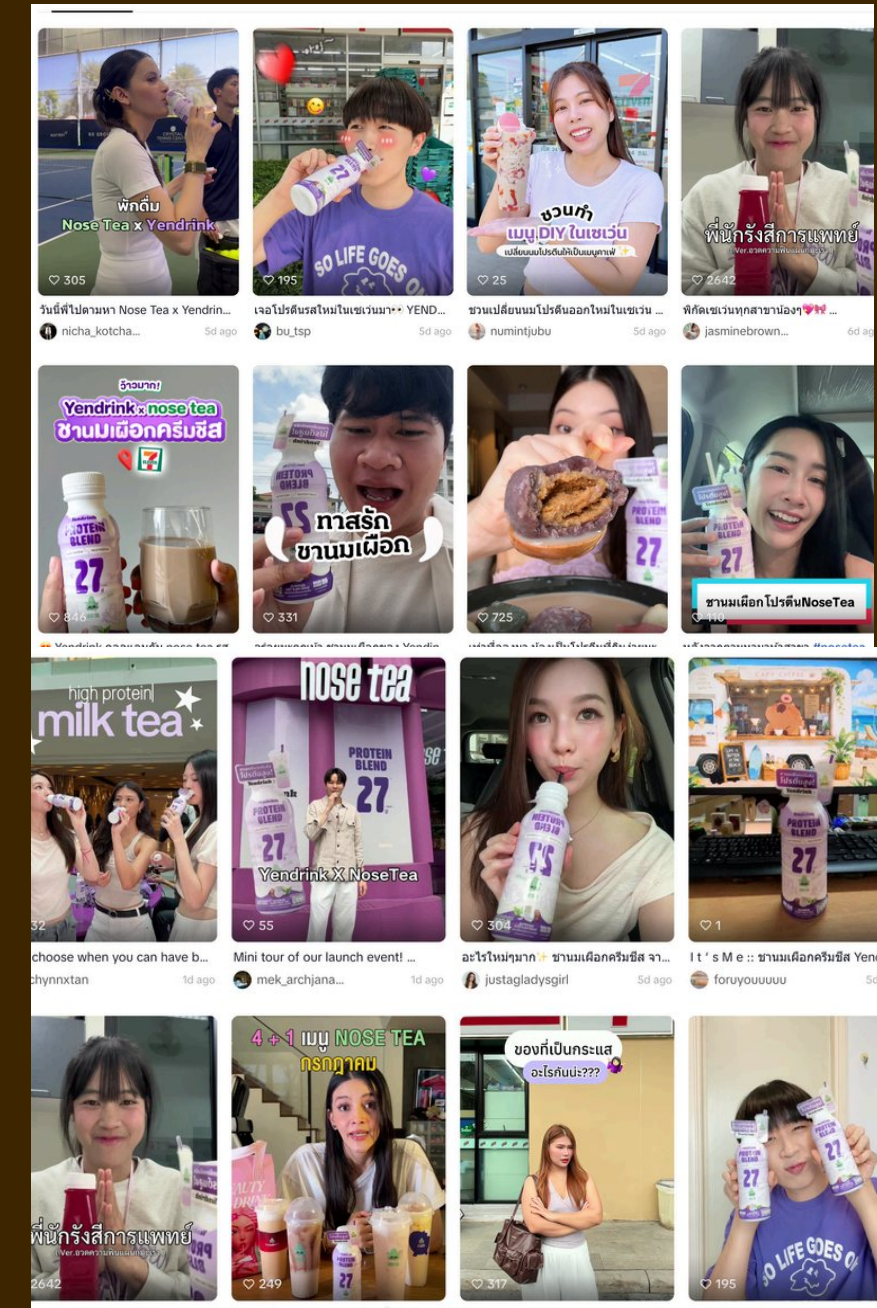
**WHEN PROTEIN MEETS
FEEL GOOD CHEESE TEA**

TARO MILK TEA
CREAM CHEESE





NOSE TEA COLLAB CREATE VIRAL TRIAL



NEW TREND

5.0M+ VIEWS

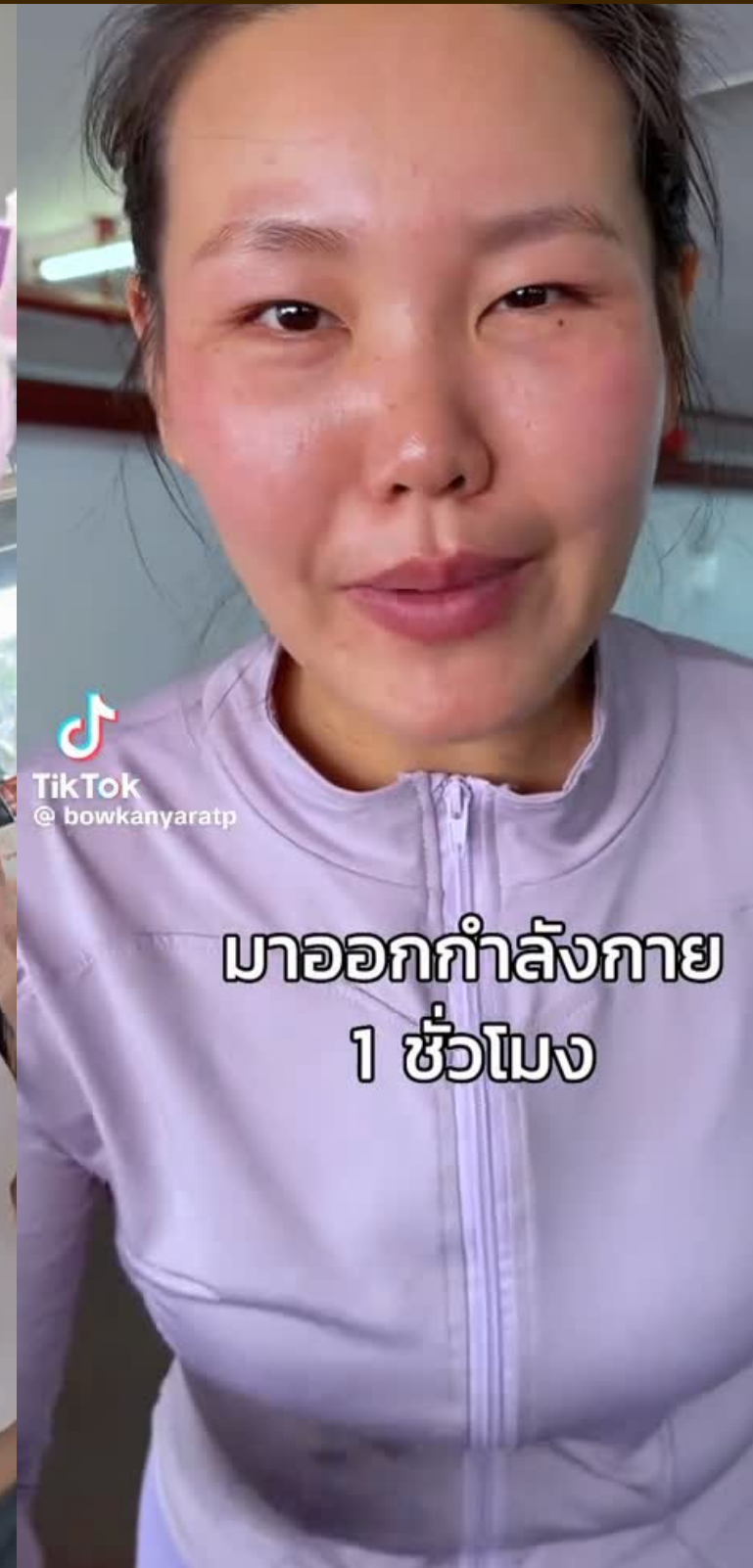
10.8%
ENGAGEMENT
RATE

EARNED
MEDIA

กระแสใน ONLINE



ตามล่า
หาสินค้า
ใหม่!!



มาออกกำลังกาย
1 ชั่วโมง

MARKETING ACTIVITIES



PRODUCT CONCEPT



นมวัว+ นมพืช
PROTEIN BLEND

รสชาติแปลกใหม่
CAFE TO CONVENIENCE

COLLAB ร้านดัง 
Yendrink

ราคาคุ้มต่ำกว่า **15%**



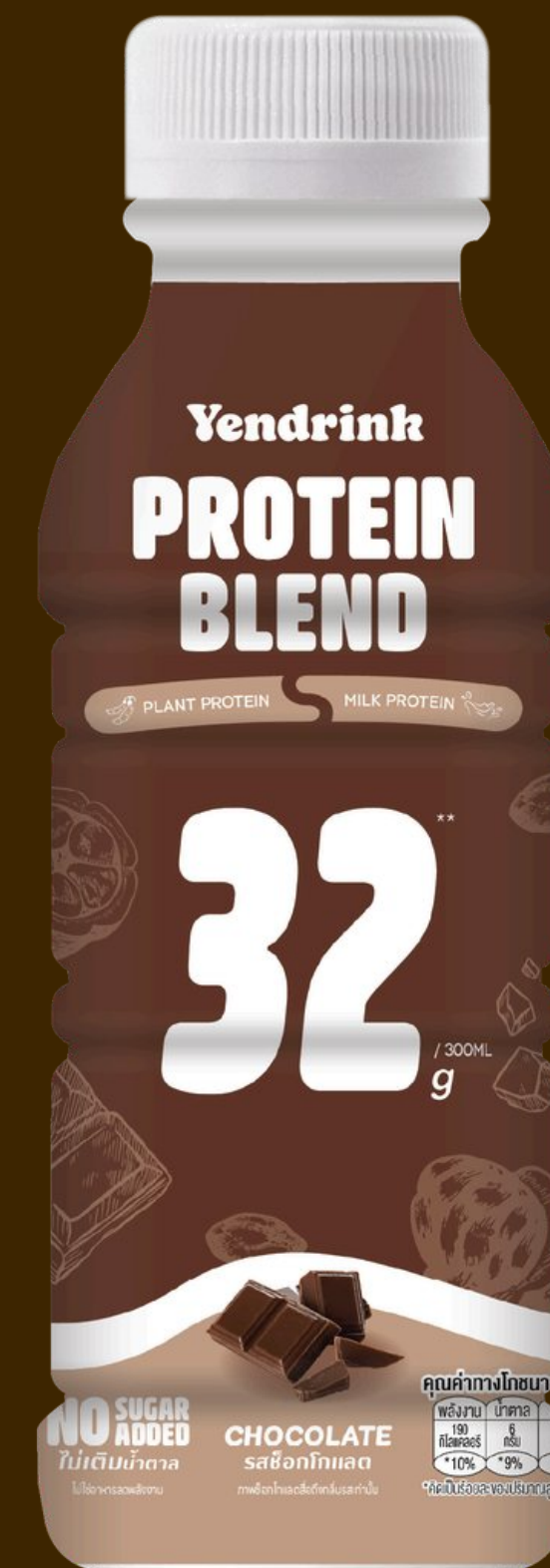
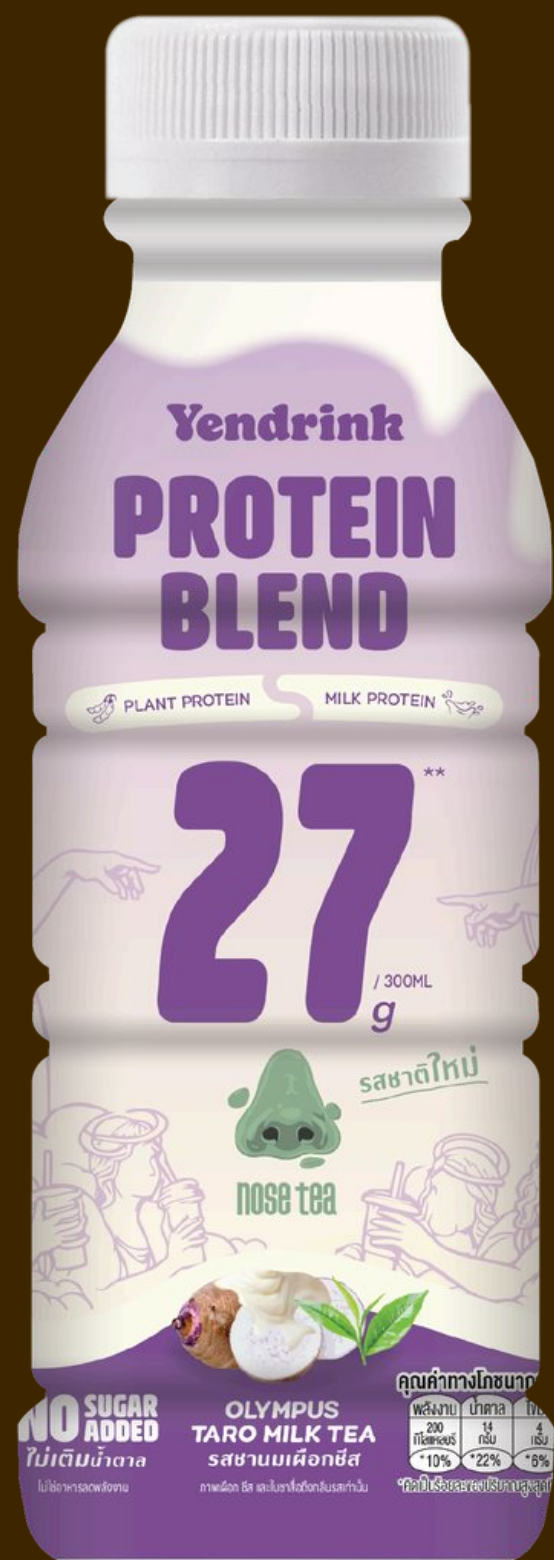
HYBRID PROTEIN: THE PERFECT BLEND

HYBRID PROTEIN BLEND

MILK PROTEIN + PLANT PROTEIN

32G PROTEIN

COMPLETE AMINO ACIDS





WHY HYBRID?

UNIQUE DIFFERENTIATION

TASTE ENHANCEMENT

INNOVATION FLEXIBILITY

COST OPTIMIZATION



HYBRID BLEND: BRIDGING THE GAPS BETWEEN MILK, PLANT, AND PROTEIN



Optimal Nutrition

✓ Provides calcium and protein

✓ Provide different essential nutrients

Safe for Regular Use

± May cause issues for some people

✓ No side effects

Enjoyable to Drink

✓ Best overall taste in nutritional drink segment

± Depending on preference

Complete
3 in 1 solution

Optimal Protein
15-20g

Safe for regular use

Widely liked taste

Yendrink

Yendrink

PROTEIN BLEND: THE PERFECT RATIO





HYBRID BASE FORMULATION



MILK PROTEIN

ให้โปรตีนที่สูง + กรดอะมิโนจำเป็น
(COMPLETE PROTEIN SOURCE)



SOY PROTEIN

HIGH PROTEIN % CONTENT
COMPLETE AMINO ACIDS



PEA PROTEIN

MOUTHFEEL, DIGESTIBILITY



Functional Ingredient Phases



Energy

2014-2016



Collagen

2016-2019



Gut Health

2019-2021



Immunity

2021-2023



Protein

2023-Now

Protein expansion across categories

Functional
Value-added

Protein Milk



Protein CDKY



Protein Water



Jelly Protein



Protein Bar



Protein Yogurt



Milk



CDKY



Vitamin Water



Jelly



Bar

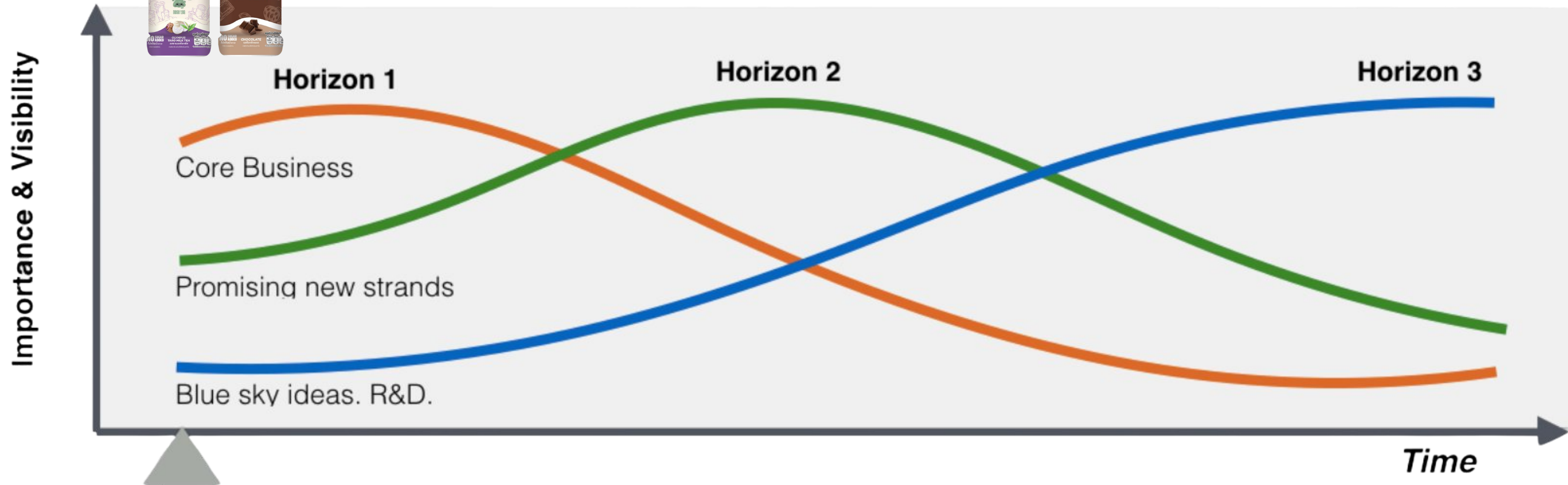


Drinking yogurt



Cross-category adoption of Protein

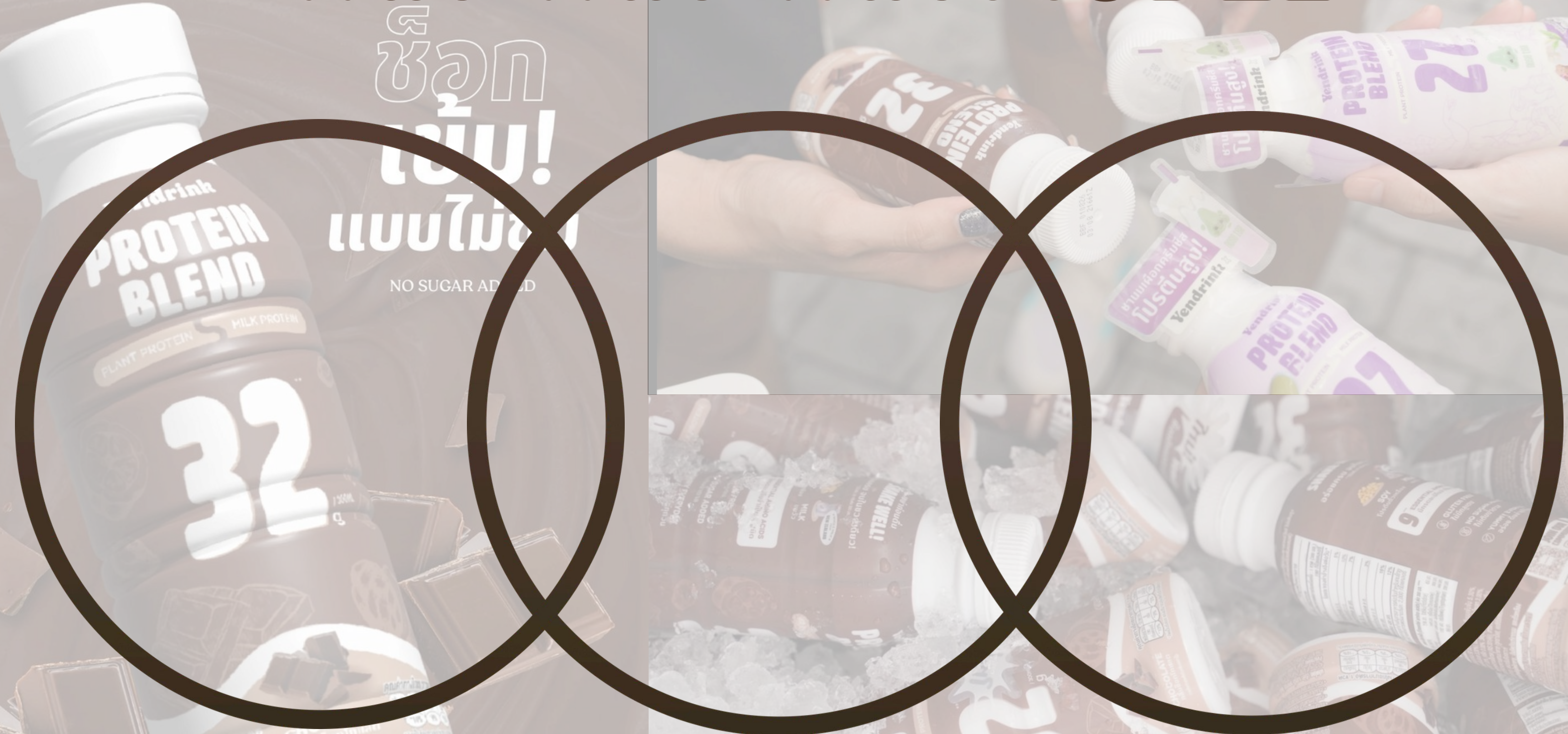
NPD INNOVATION CYCLE



CONTINUOUS INNOVATION

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WIN-WIN-WIN MODEL



Shared Value- Customer Centric

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