



Louis Dreyfus Company Launches New Brands at Second CIIE in Shanghai

BEIJING, CHINA, 7 November 2019 – LDC (China) Trading Company Limited today announces the launch of 'iCoffee', its new coffee brand, and 'Mastergold', its new packaged cooking oil brand, at the second China International Import Expo (CIIE) in Shanghai, as it continues to move downstream to meet the increasing demand of Chinese customers and consumers for high-quality food and drink, with a more integrated, transparent and traceable value chain.

With a booth 3 times as large as last year, LDC is showcasing a diverse range of products at CIIE, including packaged cooking oil, coffee, juice and more. LDC's new packaged oil brand, Mastergold, aims to provide high-end, nutritious cooking oil to the dining table of Chinese families, while the new drip coffee brand, iCoffee, includes a variety of roasted coffee beans, drip coffee packs, and freeze-dried coffee powder from 12 major coffee origins around the globe. These launches demonstrate LDC's ambitious strategy to embrace more of the agricultural and food value chain, from grower to end consumer, and offer sustainable and traceable products.

"We are pleased to participate in CIIE 2019, which provides an excellent opportunity to demonstrate our commitment to the Chinese market, as a company rooted in China for over 40 years. Our strategy to diversify our activities along the value chain from farm to fork fits perfectly with evolving consumer demand in China today, and we will continue to invest in and grow with China, with a common vision of a safe, dynamic and innovative path forward in the food and drinks sector," said Ian McIntosh, LDC's Group CEO.

"We're honored to bring more value-added products to China through the second CIIE," said Andrea Maserati, LDC's Chief Operating Officer. "As living standards rise, consumer demand for safe, high-quality food and drink is evolving in China, and we see potential to expand downstream to meet their expectations, leveraging our extensive experience over 168 years and global network across over 100 countries, to provide safe, healthy and sustainable products through our value chain."

During CIIE 2019, LDC will be signing new agreements with Chinese partners, to further enrich its offering of quality goods to Chinese consumers.

"As one of the longest-standing foreign investors in China, we are proud of our moves to forge closer ties with customers and consumers in China," said James Zhou, LDC Global Vice President and regional head for LDC North Asia. "We are keen to continue to identify and pursue opportunities to do so, working with local partners and stakeholders."

As a leading global merchant and processor of agricultural products, LDC has been at the forefront of global trade with China since its first cotton trade in 1973. Over the past 40 years, LDC has been both a participant and a beneficiary of China's reform and opening up, leveraging its global know-how to contribute to a safe and sustainable value chain for the food industry in China.



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About Louis Dreyfus Company

Louis Dreyfus Company is a leading merchant and processor of agricultural goods. We leverage our global reach and extensive asset network to serve customers and consumers around the world, delivering the right products to the right location, at the right time – safely, responsibly and reliably. Our activities span the entire value chain from farm to fork, across a broad range of business lines (platforms). Since 1851 our portfolio has grown to include Grains & Oilseeds, Coffee, Cotton, Juice, Rice, Sugar, Freight and Global Markets. We help feed and clothe some 500 million people every year by originating, processing and transporting approximately 80 million tons of products. Structured as a matrix organization of six geographical regions and eight platforms, Louis Dreyfus Company is active in over 100 countries and employs approximately 18 000 people globally. For more information, visit www ldc.com and follow us on [Twitter](#) and [LinkedIn](#).

Media Contacts

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