

Brand Management

Targets in 2023

No

exaggerated communications and advertisements in accordance with government rules and regulations.



Communications and advertisements

Operational performance against targets

0 case

of exaggerated communications and advertisements was found.

100 %

Products have nutrition labeling.



Nutrition label

100 %

Products have nutrition labeling.

Background and relevance

Presently, the food and bakery business has become increasingly diverse, leading to heightened competition. This is beneficial for consumers who now have a wider range of choices. The current significant portion of the population places great importance on maintaining sustainable health from within, with a focus on nutritional value, cleanliness, and safety of food and products to promote long-term well-being. Therefore, brand image is a key factor in consumers' purchasing decisions. Businesses must communicate their brand systematically to demonstrate their business practices and accessibility, becoming one of the brands that consumers trust and feel connected to ultimately driving sustainable growth.

Hence, S&P places importance on brand communication, including product labeling, by providing comprehensive nutritional information, especially on allergenic components, and conducting marketing and advertising based on factual information. This allows consumers to make informed choices and receive appropriate nutrition, as well as actively protect themselves. S&P is then a brand that consumers trust.

Commitment

S&P is committed to conducting business responsibly through brand communication, including providing accurate and complete information on product labels and advertising, in accordance with legal standards, regulations of the Ministry of Public Health, and quality production system standards. This enables products to be tracked and verified by government agencies, serving as another tool to protect and build consumer confidence in receiving the most useful information. Additionally, product labels are developed with a Simplified Logo, clearly indicating the nutritional properties of the food, allowing consumers to make faster purchasing decisions. This demonstrates a commitment to developing food products with reduced sodium, sugar, and fat content to reduce the risk of nutritional imbalances and chronic non-communicable diseases, which are among the top 5 causes of death in Thailand, including stroke, ischemic heart disease, chronic obstructive pulmonary disease, diabetes, and hypertension.



Environment



Social



Governance and Economy

Operational approaches

Responsible brand communication

1



Develop product labels that include verified and specified nutritional information such as energy, sugar, and fat in GDA.

2



Develop products certified with the nutritional “Healthier logo”.

3



Develop nutritional information for ready-to-eat food items, including the benefits of ingredients used in the restaurant’s menu items.

4



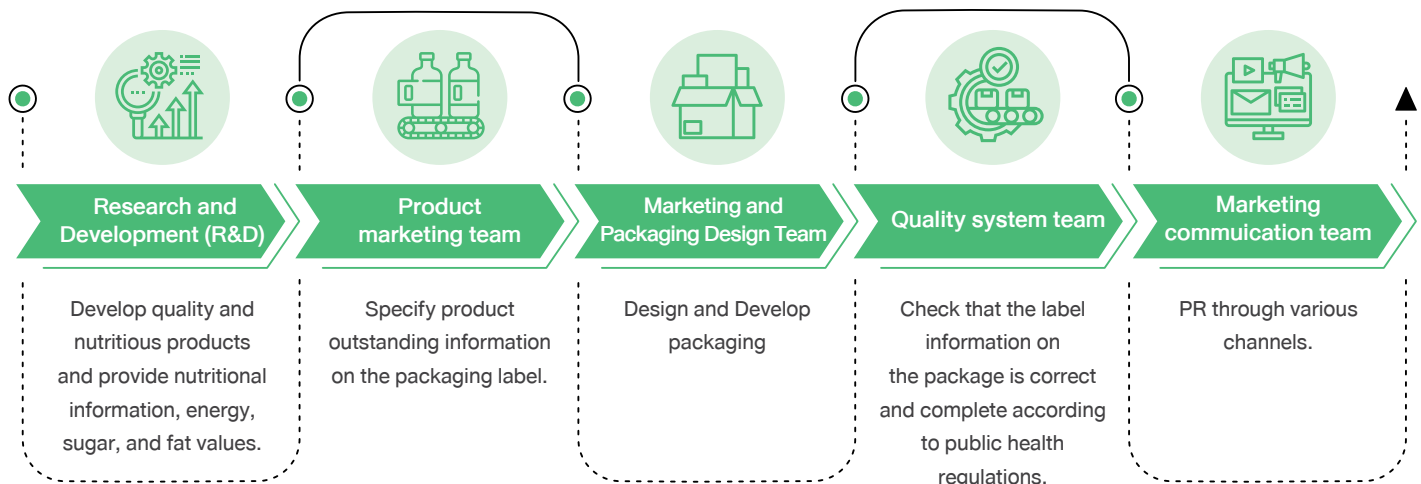
Display symbolic information indicating the special properties of ingredients to make it easier for consumers to observe, promoting the selection of food made from ingredients that are more nutritious, safe, and beneficial (Simplified Logo).

5



Create interesting infographics to provide useful information for consumers.

S&P has a process for preparing nutritional labels for product groups according to the standards required by law and communicate product nutritional information that is correct, clear, and in accordance with standards as follows:



Communication on product labels

Consumers value products that display complete, reliable nutritional information, which demonstrates ethics and transparency in business operations.

S&P places importance on communicating product information that is correct, clear, and in accordance with standards to support consumer decision-making. The steps for preparing nutrition labels for product groups with labels to be accurate and consistent with the law are as follows.



Communicating nutritional information on food menus

S&P has implemented the S&P Wellness Menu project in 10 hospital branches by creating special menus for restaurants in hospitals and inpatient wards to communicate nutritional information including the highlights of each food menu item and proper nutritional proportions. These are appropriate choices for consumers with the nutrition they should receive at each age. The patients also receive dietary advice.

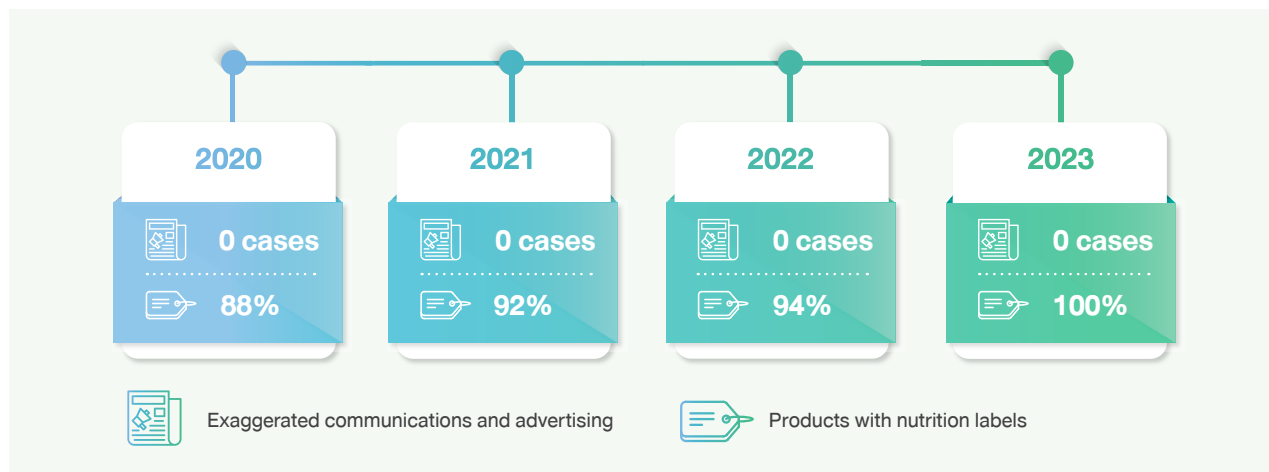


Communicating nutritional information through infographics

S&P focuses on communicating nutrition knowledge to consumers in order to provide information in choosing food to consume. This can be applied in everyday life by creating content that is easy to understand through infographic media. The campaign can be made for changing consumer behavior to create the correct attitude which will lead to a change in sustainable consumption behaviors.



Summary for the operational performance in 2023



Highlight project in 2023

S&P received the “Marketeer No.1 Brand Thailand 2023 Award in the Bakery Shop Category” for the 4th consecutive year.

S&P Syndicate Public Company Limited enters the 50th year, reaffirming our leadership in the bakery business, receiving the “Marketeer No.1 Brand Thailand 2023, Bakery Shop category” award. It is the 4th consecutive year that the brand has been the most popular among consumers, according to a market opinion survey of 5,000 samples nationwide conducted by Marketeer magazine at the Siam Kempinski Hotel, Bangkok, on 19th July, 2023.



According to the survey results from the sample population, it was found that S&P brand has the highest popularity in the bakery category, at 40.8%, among the nationwide sample group. The brand produces quality products and services, with an average score of 4.64, and we are also known for the reliability and reputation, with average scores of 4.45 and 4.39, respectively.

These survey results from the mass media reflect the enduring image of the food and bakery business operations of S&P. This indicates that S&P has been performing well. We will use these survey findings to improve and develop our business operations to be more efficient and responsive to the expectations of our stakeholders in the future.

