



100% SWISSMOOH PREMIUM MILK TRADITIONAL SWISS STRENGTH INTO DAIRY

Swissmooch food company was established in 1905 as a dairy products provider. The company has invested in over 3000 local dairy farms spread all over Switzerland. They also market the products from those farms.

Before the formation of Swissmooch Food Company in 1905, dairy farmers in the north eastern part of Switzerland had founded the cooperative Milchverband of Winterthur. Located in Winterthur, the cooperative hosted the headquarters of Swissmooch and Nordostmilch food companies. The main purpose of the cooperative was to collectively sell the products from the member's dairy farms. Over the years, the cooperative changed its name and the structure severally. However, the purpose and strategic target of Nordostmilch and Swissmooch remains. Both companies aim at being the safe and sustainable channels of marketing the dairy products from the farmer's dairy farms. In addition, Nordostmilch has helped to channel Swissmooch's dairy products to foreign countries.

Swissmooch Food Company is very keen in marketing strategy. to ensure that the products they produce are tailored to the standard and meeting with market demand. The company produces 50 different types of cheese. However, when exporting their cheese to Asia, Swissmooch only samples 15 out of the total products. The company with its traditional Swiss strengths aims



Swissmooch's mission is to provide you with high quality products produced in Switzerland, containing 100% Swiss milk. We guarantee you full traceability for each ingredient.



to turn their dairy products to be the best.

SwissmooH ensures that their products are 100% Swiss made. They use only Swiss milk from the best Swiss cows fed on Switzerland healthiest pasture and only the best Swiss cheese-makers are hired. The company is careful in meeting the customers' demands while upholding the food safety health guidelines to avert a crisis. To maintain the quality of SwissmooH products, the local cheese dairies are located near the dairy farms where cheese transportation distance is limited to 30 km. In this way, SwissmooH can assure their consumers of the best quality cheese they produce with the brand that they can trust due to the facts mentioned.

Today, Nordostmilch is completely owned by the dairy farmers. The fact that SwissmooH and Nordostmilch still control the whole value chain from the farms to the store is a truly reflects the guarantee and the trustworthiness given by the products. The Halal Certificate does offer some help to the company in targeting South East Asia countries. Currently, SwissmooH has opened its office in Bangkok, Thailand.

With the growing competition, the focus turns more to the domestic markets while still making progress to the growing Asian market. The company has been 7 times recognized as a best quality cheese producer. They also possess the ISO certificate for food safety and the Switzerland national certificate. Over the past year, the company recorded a 220 million (Euro??) in turnover.



Vegeterian can now enjoy foods with Halal and quality products.



SwissmooH Milk powder and chocolates are not only delicious, they also fulfil the requirements of Halal

| RENÉ SCHWAGER



René, Managing Director with their various kind of innovative dairy products