



COMPANY INTRODUCTION:

In 2018, Dulara, a millennial first generation entrepreneur with a passion to share premium, Ceylon products with the rest of the world and to uplift the local community, saw a closing down factory in Sri Lanka's coconut triangle. Seeing its value to be turned around as an authentic coconut supplier to the world with sustainability and ethical transparency at its core, Dulara partnered with Altaf, a coconut enthusiast and plantation owner, to acquire the factory and build the export business Ceylon Exports & Trading Pvt Ltd.

Having started with just a few LCL pallet shipments per month, the company has now grown to several container shipments per month. The company's export footprint includes over 20 countries in OEM and company branded formats. Our international brand is "Coco House."

The company hires 150 workers through directly owned and partner factories.

COMPANY CERTIFICATIONS

COMPANY LICENSES

- Coconut Development Authority (CDA) manufacturing and export license
- Export Development Board (EDB) registered
- Central Environment Agency (CEA) approved
- Health Ministry Food & Drug Administration approved
- FDA registered

QUALITY CERTIFICATES

- ISO22000:2018 by Control Union
- Good Manufacturing Practices (GMP) by SLSI

ORGANIC AND CERTIFICATES

- USDA NOP
- EU Organic
- JAS
- HALAL
- SMETA



BRAND INTRODUCTION:

Coco House is the first, "tree-to-table" ® Sri Lankan global coconut brand. Our trademark signifies our positioning as direct owners and operators of coconut plantations and factories, providing unprecedented authenticity and transparency in the coconut sector.

1. Coco House is organic certified, backed by supply chain tracking and lab testing;
2. Coco House is located in and sources directly from the Sri Lankan coconut triangle, globally famous for the most ideal soil and climatic conditions for nutrient rich coconut growing;
3. Coco House is a staunch believer of transparent and ethical value chains. Each of our workers earn at least 30% more than the national median income, more than 50% of our work force consists of female and differently abled workers and more than 91% of our selling value goes to the farming community, factory worker community and other suppliers.

We are currently working on applying block chain technology to our coconut estate and factory to further our mission of absolute transparency.

Our products are currently available in SILPO, Ukraine's largest premium supermarket chain, in 40 health and organic food stores in Cyprus, in Amazon USA, in Lazada Singapore, in Uber Eats SL and in internationally sourced supermarkets across Southeastern Florida such as Bravo supermarket.

We continuously conduct R&D. Our current pipeline includes a flavoured coconut milk ready-to-drink range that we are developing with the support of Dutch food technology experts.

We proactively run digital media campaigns with curated brand content for our target audiences.

WHERE TO POSITION OUR BRAND IN THE TRADE AND IN RETAIL AISLES:

1. We should be in the organic, health food and vegan aisles;
2. We should be in retailers where social consumers buyers are looking to purchase their products;
3. We should be in retailers where buyers are looking for authentic, difficult to find, premium products;
4. We should be positioned at a premium;

PRE-REQUISITES TO BECOMING A COCO HOUSE DISTRIBUTOR:

1. Market availability: Is Coco House currently available in your region?
2. Progressive growth partner: Do you have a passion for authentic and sustainably sourced products with room to grow?
3. Digital oriented marketing mindset: Can you work with our digital marketing department to support our campaigns?

Coco House Organic Extra Virgin Coconut Oil:

Coco House Organic Extra Virgin Coconut Oil sources its coconuts directly from the Sri Lankan coconut triangle and follows a temperature controlled process below 60 Celsius centigrade i.e. the cold press process, to extract authentic extra virgin coconut oil.

Coco House Organic Extra Virgin Coconut is for coconut lovers around the world that value quality and authenticity. 1L of Coco House Organic Coconut Oil requires at least 13 coconuts to produce, and one tree is only able to offer 75 coconuts per annum after a minimum growth period of 8 years. Due to the intricate production process and the demand for virgin coconut oil outpacing the coconut supply, Coco House Organic Extra Virgin Coconut Oil is a premium product.



Coco House Organic Refined Coconut Oil:

Coco House Organic Refined Coconut Oil is refined, bleached, and deodorised using high heat steam and activated carbon. It is chemical-free and physically refined. It contains neither an odour nor a taste. It is ideal for consumers searching for coconut oil with neither smell nor taste.



Coco House Organic MCT Coconut Oil

Coco House Organic MCT Oil is produced from organic coconut oil. The medium-chain triglycerides (MCTs), such as Caprylic acid and Capric acid, are extracted from coconut oil in a process known as fractionation.

The medium-chain triglycerides in MCT Coconut Oil are sought after for its quick breakdown and energy release properties. Contrary to long-chain triglycerides, MCTs are less likely to deposit as fat. MCT Oil is increasingly consumed in ketogenic diets.



Coco House Organic Coconut Flour:

Coco House Organic Coconut Flour is produced from fibre and protein-rich virgin oil cake. The oil cake is grinded and sieved into mesh size particles to produce coconut flour. Coconut flour is a gluten-free alternative to regular flour.

1kg of Coco House Coconut Flour requires at least 30 coconuts to produce.



Coco House Organic Coconut Cream:

Coco House Organic Coconut Cream is a dairy free and vegan cooking ingredient, used to enhance the flavour and thickness of meals and desserts. It has a fat content of 22%.

Coco House Organic Coconut Cream is high in magnesium, potassium and sodium. This dairy free product works perfectly for those who are lactose intolerant and enjoy a rich coconut taste.



Coco House Organic Coconut Sugar:

Coco House Organic Coconut Sugar is produced from fresh, organic coconut flower sap. Our farmers collect the coconut flower sap also known as meerah daily, and then boil them to reduce moisture. The sap is further boiled and stirred at the factory premises until it turns into coconut sugar jaggery. The coconut sugar jaggery is crushed and sieved into fine size particles of coconut sugar.

Coco House Organic Coconut Sugar is for coconut lovers around the world who value quality and authenticity. 1kg of 100% coconut sugar requires at least 9L of coconut flower sap to produce, and one tree is only able to offer 2L of coconut flower sap per day. This is why our farmers earn the majority of our selling price in terms of value.

Coco House Organic Coconut Sugar has a low glycemic content, approximately half of regular cane sugar.



Coco House Organic King Coconut Water:

Coco House Organic King Coconut Water is an energy drink full of electrolytes. It is sourced from fresh king coconuts, filtered for sediments, homogenised and hot-filled. Coco House Organic King Coconut Water is additive-free.



Coco House Organic Coconut Butter:

Coco House Organic Coconut Butter is produced from dehydrated coconut kernel. Coconut Butter, also known as Creamed Coconut, can be used as a spread on toast or as a flavour and texture enhancer in dishes.



Coco House Organic Coconut Aminos:

Coco House Organic Coconut Aminos is produced from organic coconut flower sap and organic coconut water. Our farmers collect the coconut flower sap also known as meerah, and boil it to reduce moisture. The sap is then mixed with salt and stored. As the next step of the process, organic coconut water is added to the mixture and aged. The final product is pasteurised and bottled.

Coco House Coconut Aminos is a soy-free and gluten-free natural, flavoring ingredient. It is dark, rich, salty and slightly sweet in flavour. Coconut Aminos is a low-glycemic sauce for those looking to avoid soy and gluten.



Coco House Organic Desiccated Coconut:

Coco House Organic Desiccated Coconut is produced from the white kernel of organic coconuts. Our desiccated coconut is high in medium chain triglyceride fats and dietary fibre.

Coco House Organic Desiccated Coconut is a gluten-free and vegan ingredient used in cooking and baking. The product has a gentle sweetness and is used to enhance both the flavor and texture of a variety of food products such as cookies, smoothies, curries, cakes, pastries, desserts and puddings.

