



Natural Being for Health and Sustainability- Chiwadi Products

Chiwadi's Ancient wisdom through innovations is awarded gold medal in World Invention Innovation Contest 2015. Chiwadi's goal is to create health products whilst supporting the struggling local community and natural ecosystem.

Chiwadi Products Co. Ltd. is a Thai company founded by Sarapee Yuadyong in 2011. The company prides itself on its dedication to developing world-class coconut innovations that will add to the developments in the global coconut community. The company's strength is best exemplified by the development of company's first product, Chiwadi Organic Coconut Flower Syrup, which was introduced to the market in 2012 after the successful trial of clinical studies on the glycemic index. Chiwadi's leadership in further developments in the global coconut community was affirmed later in the year, as the organic coconut flower syrup

received awards, accolades and recognitions from various national bodies and publications across Thailand.

Other innovations that demonstrate Chiwadi's ability to innovate include the development and successful launch of Chiwadi Organic Coconut Flower Vinegar product line and the introduction of Fruii, a ready to drink fruit juice made from organic coconut flower syrup. In early 2014, the Chiwadi Organic Coconut Syrup Vinegar and the Chiwadi Coconut Flower Honey Vinegar were introduced in the market and was very well received by consumers. Immediately following the launch of the these products in

2014, Chiwadi ended the year on a high note by winning the first prize award in the National Food Design Contest for the Tam.ma.naN Coconut Sugar Sandy Fold. In 2015, the product was introduced to the market. Subsequently, on 6th June, 2015, two of Chiwadi's products, the Organic Coconut Syrup Vinegar, also known as Coco de Nectegar and the Coconut Sugar Sandy Gold were selected for submissions for the first Global Invention Innovation Contest and both the products were awarded gold medal. The first World Invention Innovation Contest (WiC 2015) was organized by Korea Invention News (KINEWS), Asia Invention Association (AIA), supervised by Korea Invention News (KINEWS), Korea Invention Academy (KIA) and sponsored by around 15 reputed organizations.

The Gold Medal Award

Luxury drinks are often associated with sentiments of consuming alcohol, in social settings as a beverage for celebratory entertainment. Albeit this, Chiwadi Coco De Nectegar is a non-alcoholic wine, the product category is small with little competition, and at the same time, there has been consistent demand in the market for healthy and affordable premium beverages. The inspiration behind the development of the product is to help produce a premium product targeting a consumer group that is health conscious ranging from young women to young consumers, meanwhile offering an alternative to those consumers seeking healthy premium drinks with a dual-purpose that is satisfying to the palate and fulfilling for social entertainment purposes. Besides the product feature, it contributes to body wellness with low Glycemic Index sugar from coconut nectar, which helps detoxifying the body and consists of essential electrolytes suitable for all ages. The product stands alone as a unique drink that is not only healthy. But further promotes the sharing of celebrating moods not only for friends but also for family bonding. Another motive behind the development of the product was to help create jobs, in addition to providing for a consistent source of income for villagers in the local coconut community, to create a sustainable ecosystem and to protect local organic coconut farms. The increase in harvesting activity not only reinvigorates, but further



prolongs the diminishing coconut sugar tapping culture in Thailand, and transforms the ancient way of harvesting coconut sugar into an entirely new business that is targeted to promote a healthy lifestyle for consumers and sustainability of the farms. Over time, much of the fertile land in the MaeKlong region has been invaded by tourism-related businesses, constantly eroding and diminishing the number of organic terroir. It is evident that Chiwadi's projects will slow the construction boom that caters towards tourism and further promote ecology tourism in the region.

Characteristic and creative features of the invention

An oriental noble blend of coconut nectar and its vinegar renders a contemporary and elegant character. The Nectegar embodies a mature and medium body taste with charming coconut aroma that is derived from fine aging and crafts of various fermentation stages. This after wine innovation derives in subtle sweetness with vinegarish background and coconut irresistible charisma. The product is hand crafted by the minds and souls of the Chiwadi team, with aspirations to promote a healthier living society. The technical innovations behind the product were achieved by playing with the organic challenge of converting coconut nectar into wine then vinegar. The vinegar is then mixed with organic coconut nectar to blend the tastes without any preservative or heat treatment. It is a master hurdle to blend certain levels of mixed organic acid derived from the vinegar. Subsequently, ultra-filtration is applied to filter active bacteria cells out and ensure that the residual product is in its best condition. The sugar to acid ratio has to be maintained at a certain level, to procure consistent taste and product stability. It is a rare USDA certified organic product derived from coconut nectar as the one and only single raw material input.

From a social responsibility perspective, this amazing product contributes to the protection of organic coconut farms in MaeKlong, Thailand, the last heritage site for fireflies. The environment can be better protected through the promotion of via promoting Chiwadi Coco de Nectegar. Not only do the local villagers from the farms get a portion of the revenues generated, the local villagers also retain job security for harvesting coconut nectar by hand. The product's impact on multiple facets ranging from health benefits to constructive capitalism is core to the beliefs of Chiwadi – to leave the world a better place and to create a better society and environment for future generations.

Contribution and Marketing

This is a low Glycemic Index (GI) drink suitable for diabetic and health conscious people as it delays hunger and slows energy generators contributing to body wellness. The product is strategically positioned to satisfy the needs of consumers seeking affordable premium products for social entertainment and for health. The growth potential in this market segment is limitless and Chiwadi expect acceptance of the product to expand beyond the initial target consumer group and encompass larger markets with coverage across all age groups. Although the product currently targets health conscious consumers that are avid coconut lovers, consumers with illnesses have also found the product to be safe to consume. The product provides prebiotics, which help and catalyze intestinal bacteria to grow and function. The vinegar product acts as alkaline inducers converting body alkalinity, hence promoting a detoxifying process that occurs naturally. The other metabolites which are produced in the finest fermentation process are



Celebrating the award

Chiwadi receives support from Coco Life International Ltd., an organization formed in Hong Kong, which aims to support the growth of organic communities globally and brings genuinely made hand-crafted coconut related products to consumers across the world. Coco Life International Ltd. has gifted Chiwadi sweat-absorbing shirts to support Chiwadi's efforts in revitalizing the organic coconut farming culture across Thailand. The shirts were custom made and gifted to each and every single member of the Chiwadi community, ranging from coconut climbers to coconut sugar farmer to the management team. The event was coupled with the celebration of global awards received in 2015. Chiwadi believes that these awards belong to each villager that has consistently dedicated themselves to work at high calibers to satisfy the tight standards instilled by Chiwadi. Each small family is embraced as a Chiwadier, who can be proud of their achievements, as these awards and accolades would not be possible without them. Each and every member that has helped lead Chiwadi to greatness resides in the linkage throughout the value-chain of the coconut community, ranging from the local communities to the factories to the global markets, which come together collectively, to form an inter-dependent link that strives to create a better cocolife for a better tomorrow.

raw, alive and active, triggering the body to work synchronously when consumed, hence catalyzing the self-repair mechanism of the body.

Health and Medicine

The world has been evolving towards unbalancing ecology through urban and city developments. We all look for a good project that promotes for better health and sustainability of the environment. The Chiwadi Products Company Limited believes that the only way to create a sustainable environment is to let the community take care of their environment as we all are affected directly from a better or poorer environment. The

promotion of organic plantation is the only way to retard and control the negative impacts and decrease the rate of change to as low as possible. The Coconut Sugar Sandy Gold invention enables villagers to stay and thrive in their habitats at the coconut community, creating jobs for local families and inducing a greater sense of pride to the community for preserving the organic terroir and the ancient wisdom of harvesting coconuts. The activity prolongs the diminishing art of coconut sugar tapping in the country and transforms the ancient wisdom of harvesting into a new business that promotes both a healthy life style

Health is important to Chiwadi, locally grown, hand-harvested coconut nectar is one of the best alternative sweeteners around and is full of natural minerals. No fertilizers are required as the natural moats in the area provide the coconut with all of the nutrients it needs.

and sustainability. The fertile land in MaeKlong, Thailand region has been invaded by the tourism industry and the project undertaken by Chiwadi will pave way for slow construction development catered towards tourism and promote ecology tourism. The innovation is mostly important as it enable consumer to get a choice for low Glycemic Index (GI) sweetener that is naturally

made from coconut for better health. People are suffering from getting too much refined sugar into the blood stream, which causes many illnesses ranging from diabetes, to high blood pressure and high cholesterol. The motive of Chiwadi's invention is to bridge the gap in the society by promoting inter-dependence among organic communities across Thailand and prolong the ancient wisdom of tapping coconut nectar and not only leverage, but also re-distribute income to these under-privileged communities. This supports eco-tourism and protects the last source of fireflies in the country.

Characteristic and creative features of the invention

Most of the sugar in the world is nowadays is presented in a free flowing format. As a result, we may have forgotten the heritage and past where the sugar was often sticky. The hygroscopic problem in sugar has disappeared globally from the aids of anti-caking. Chiwadi wanted to produce a product that was rid of

chemicals that are often prevalent in foods today. This is the origin of Chiwadi's Coconut Sugar Sandy Gold - a soft golden brown, light powder, non-hygroscopic, typically rounded sweet from Thai coconut sugar. The coconut sugar has been harvested in a pasty format for centuries, as its complex structure prevents crystal formation. The invention takes rice fiber molecules to absorb free water at a critical temperature, thus forcing phase transition referring to Ehrenfest classification. As a result, the sugar's characteristics, molecular size, energy and viscosity changes, resulting in a golden powdery format. As the drying is of gentle process, the charming coconut aroma is trapped in. The special rice fiber acts as an agglomerated agent, preventing hygroscopic problems. Therefore, it is a low Glycemic (GI) sugar with more vitamins and minerals than coconut sugar. For a food safety perspective, the water activities is lowered from drying. Therefore it is safe and has a shelf life of one year, instead of the standard one month shelf life when the sugar is in its pasty conventional form. The creation enables production at community level suitable to create a self-sufficient economy. Most of low Glycemic (GI) foods are cereal with hard fiber that need long digestion while the Coconut Sugar Sandy Gold is rounded sweet in taste, coupled with a charming aroma. Apart from the sweetness, Coconut Sugar Sandy Gold consists of human electrolytes that replenish sweats, and aids for energy loss after exercise. This is a low GI sugar suitable for diabetic and health conscious consumers, as it prolong hunger, slow energy generator contributing in body wellness. It is made from natural ingredients offering application for cereal breakfast with beans and cooking which is a big market opportunity globally. ■

Courtesy: Mrs. Sarapee Yuadyong
www.chiwadi.com

Chiwadi supports the local community through

- Using traditional methods used by Thai farmers for hundreds of years.
- Providing farmers with stable income.
- Providing farmers with financial support for upgrading their production process.
- Connecting farming communities who can teach their methods to new farmers.
- Supporting the organic and ecologically sustainable use of the natural land.
- Not using pesticides and allowing the natural environment to develop naturally.

