

Media release

DKSH Malaysia Launches Locally-Made Spreads - Eva Peanut Butter and Buttercup Luxury Spread Tub

DKSH Malaysia introduces new spreads to the market, Eva Peanut Butter and Buttercup Luxury Spread. These two new products developed under DKSH's Own Brands portfolio strengthen the company's commitment to making affordable, high-quality Malaysian-made staples more accessible to households nationwide.

Petaling Jaya, Malaysia, October 1, 2025 - DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow their consumer goods business in Asia and beyond, has officially launched two Malaysian-made products under its Own Brands portfolio: Eva Peanut Butter, a nutritious and halal-certified spread, and the Buttercup Luxury Spread Tub a new compact format of the household and HORECA-favorite mélange brand.

This launch reflects DKSH's commitment to supporting Malaysian families by providing affordable, accessible, and high-quality staples at a time when consumers are increasingly mindful of household spending. Both products are produced locally, reflecting Malaysian tastes and needs while ensuring the "Made in Malaysia" mark remains a symbol of trust, quality, and everyday value.

As part of the launch, DKSH will leverage its comprehensive Market Expansion Services, including sales, distribution, field marketing, and logistics, to ensure that EVA Peanut Butter and Buttercup Luxury Spread Tub are widely available across hypermarkets, supermarkets, and retail outlets nationwide, making these trusted products easily accessible to Malaysian families.

Younger Malaysian consumers show a marked preference for locally made products in everyday food and beverage categories, driven by familiarity, trust, and national identity - making local brands a significant influence on household purchasing decisions.

Both EVA and Buttercup highlight how DKSH's Own Brands portfolio is evolving to meet modern household needs. EVA Peanut Butter is available in creamy and crunchy variants, halal-certified, and rich in protein, offering nutrition at a price point accessible to all income groups. Buttercup, long trusted by Malaysian families, is now available in a smaller 200 grams tub designed to suit tighter budgets, reduce food waste, and offer more flexible household use.

This launch reinforces DKSH's role as a trusted growth partner for global and local brands, while highlighting the company's 102-year presence in Malaysia as a key enabler of consumer access across urban and rural areas.

Daniel Schwalb, Vice President of FMCG at DKSH Malaysia, underscored this connection in his remarks: "As Malaysians manage rising living costs, our responsibility as brand owner and distributor is to ensure that everyday products remain both affordable and accessible, without compromising on quality. EVA and Buttercup are not just spreads; they reflect trust, familiarity, and the Malaysian tradition of sharing meals at the family table."

"These new products embody DKSH's mission of enriching people's lives by delivering the right products to the right people, at the right time. With EVA and Buttercup, we are demonstrating how local, Malaysian-made products can stay relevant by evolving with consumer needs while upholding the highest standards of quality and value," Daniel Schwalb added.

About DKSH

For 160 years, DKSH has been delivering growth for companies in Asia and beyond across its Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, DKSH offers sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services, following its purpose of enriching people's lives. DKSH is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. Listed on the SIX Swiss Exchange, DKSH operates in 36 markets with 28,060 specialists, generating net sales of CHF 11.1 billion in 2024. DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury and lifestyle products as well as hair and skin cosmetics. With 14,250 specialists, the Business Unit generated net sales of CHF 3.4 billion in 2024. www.dksh.com/cg

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