



Media release

## **DKSH Consumer Goods Expands Breakfast Portfolio through Strategic Partnership with Nextfood in Singapore**

**DKSH enters the premium breakfast category with Nextfood to bring nutritious, lifestyle-led products to Singapore consumers. Through this new partnership, DKSH is making its strategic debut in the premium breakfast cereal segment in Singapore.**

Singapore, August 26, 2025 – DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow their consumer goods business in Asia and beyond, has entered a strategic partnership with Nextfood Global Limited, a Hong Kong-based breakfast company known for its modern, lifestyle-oriented, and health-conscious offerings. This collaboration marks DKSH's strategic entry into the premium breakfast cereal category in Singapore.

Nextfood specializes in nutritious muesli and freeze-dried fruit products designed for urban consumers who lead active, wellness-focused lifestyles. Its muesli combines rolled oats, oat crunch, and puffed grains with up to 20% real fruits, seeds, and special ingredients while being high in fiber. The freeze-dried fruit snacks use only fresh fruit, with no preservatives, coloring, or additives, delivering a nutrient-rich, crunchy snack. Given the recent trend for such products in Hong Kong and Singapore, DKSH and Nextfood see great potential in bringing the muesli and freeze-dried fruit products to the Singaporean consumers.

Through this partnership, DKSH will provide full Market Expansion Services to accelerate Nextfood's market penetration in Singapore. This includes sales, field activation, marketing, distribution, and e-commerce fulfillment. Nextfood's initial launch will feature three muesli variants: Berry Wonderland, Choco Berryland, and Cozy Morning, alongside three freeze-dried fruit snacks: Dragon Fruit, Strawberry, and Fruit Mix. These products will be available at FairPrice and RedMart, tapping into Singapore's growing demand for fast, healthy, and convenient breakfast options.

Janice So and Kevin Bernhard, Co-Founders and Directors of Nextfood Global Limited, shared: "We are excited to launch in Singapore with DKSH as our strategic partner. Our goal has always been to offer wholesome products that resonate with busy, health-conscious consumers at an accessible price, as we believe healthiness should be easily attainable. With DKSH's strong market presence and expertise, we are confident that Nextfood will find a strong and relevant following in Singapore."

Adrian Kang, Vice President, Fast Moving Consumer Goods, DKSH Singapore, added: "Nextfood brings a refreshing and modern take on everyday nutrition. We are excited to introduce more variety for Singaporean breakfast choices through our new partnership. Our deep local market insights and established retail relationships will enable us to effectively connect Singaporeans with breakfast solutions that make their mornings better, and we are committed to driving meaningful market growth for this exciting brand that we genuinely believe in."

This partnership further strengthens DKSH's expanding portfolio in health and wellness-focused categories, reflecting its commitment to delivering high-quality, consumer-relevant products in the Asia Pacific region.

### **About Nextfood Global Limited**

Founded by German and Hong Kong founders and headquartered in Hong Kong, Nextfood is a breakfast brand dedicated to creating nutritious and stylish food options for modern lifestyles. Its product range includes premium muesli, granola, freeze-dried fruits and peanut butter, made from high-quality ingredients and designed to support busy, health-conscious consumers. Combining a European-inspired brand identity with Asian relevance, Nextfood is redefining breakfast with authenticity, convenience, and



community-driven innovation. As a rapidly growing brand in the Asia region, Nextfood has established a strong presence in its home market of Hong Kong, as well as in several other Asian countries. [www.nextfood.hk](http://www.nextfood.hk)

#### **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](http://www.dksh.com/cg)

**For more information please contact:**

#### **DKSH Singapore Pte Ltd**

Imelda Ho  
Manager, Marketing & Communications  
[imelda.ho@dksh.com](mailto:imelda.ho@dksh.com)