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# Doi Tung rebrands products

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THE MAE FAH LUANG Foundation under Royal Patronage has revised the business strategy of the Doi Tung Development Project in Chiang Rai province and will adopt the name Doi Tung as the only brand for all of its product categories, including coffee, handicrafts, fashion accessories and hand-made ornaments.

At present, the foundation has two brands: Doi Tung and Mae Fah Luang.

Foundation secretary-general MR Disnadda Diskul na Ayutthaya yesterday said the rebranding would enable the foundation to avoid the common reference to HRH the late Princess Mother in doing business. The Princess Mother is commonly known among people in the North as Mae Fah Luang. Moreover, the move will also strengthen the brand development of products from the Doi Tung project.



"We agreed to the rebranding on the occasion of the 20th year of the Doi Tung Development Project," he said "The Mae Fah Luang Foundation's products are still developed in accordance with HRH the Princess Mother's vision of lifting up Chiang Rai hilltribes' livelihoods with sustainable projects."

Disnadda said that now on, the name Mae Fah Luang

would be recognised for development and social activities, while Doi Tung would be known for social entrepreneurship. He said the Doi Tung Development Project would divide its business lines into five categories: agriculture, food, fashion and ornaments, handicrafts and home decorations and tourism.

Foundation executive director Puangroi Diskul na

Ayutthaya said the organisation planned to expand its coffee shops under the new brand Cafe Doi Tung. At least five new branches will be established in the fiscal year ending next September 30, adding to the 16 existing ones. The cost is expected to be Bt5 million per branch.

Formerly, the foundation operated the coffee shops

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