

(formerly known as GCB Specialty Chocolates Sdn. Bhd.)

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07th December 2020

Title: Rebranding of COCOARICH as DELISSY

Dear Valued Customers and Business Partners,

Today, we are taking a bold step forward to proudly announce the launch of the new brand – **DELISSY** which will reinvent our existing COCOARICH brand, effective from **1st February 2021**.

This name change is part of our rebranding effort designed to better reflect our brand identity as an industry orientated chocolate manufacturer. We believe this new look better in sync with our ongoing commitment to deliver excellent quality products and ceaselessly being innovative in developing the potential of food ingredients.

Introduction of the new exciting brand – **DELISSY**:



Stylized by elements of bold and solid edges, the new logo design elucidates **DELISSY**'s brand conception of professional, modern and practical. Our brand name portrays chocolate as a rich, luscious and delicious delicacy. Using the color palette of vibrant red and brown evokes strong feelings of enthusiasm and our devoted passion in supplying chocolate of high quality. In addition, the design of two diamonds interlocked with each other symbolizes cooperativeness; we as your dedicated partner thriving hand in hand with a shared ambition.

DELISSY will be greeting you starting from **1st February 2021** on all commercial documentation, packaging cartons, inner packaging and adhesive labels. Transitioning into **DELISSY** will be conducted gradually and expected to be fully implemented within a month from the effective date.

During transition period, some shipments may contain a mixture of old and new packages while depleting our existing inventory.

FGC is committed to ensure a smooth and seamless transition for this rebranding process. Should you have any related queries, please contact your sales representative. We look forward to delivering your new orders with this new branding.

May we take this opportunity to thank you for your continued support.

Sincerely,



Koichi Kuramori
Managing Director
Fuji Global Chocolate (M) Sdn. Bhd.