

PRESS RELEASE

Farmers River International to Showcase New Oat Cereal Drink Range at SIAL Paris 2026

Sungai Petani, Kedah, Malaysia — October 2026 — Farmers River International Sdn Bhd (FRI), a Malaysian manufacturer of premium instant oat, cereal, coffee and tea beverages, will participate in **SIAL Paris 2026**, one of the world's leading international food industry exhibitions, taking place from **17 to 21 October 2026** at **Paris Nord Villepinte, France**.

At the exhibition, Farmers River International will introduce its latest range of **no-sugar, high-fibre and source-of-protein oat cereal drinks**, developed to meet growing consumer interest in convenient and more wholesome beverage choices.

The new range comprises three flavours:

- **MasterChef Oat Cereal Drink with Dates & Honey**
- **MasterChef Oat Cereal Drink with Dates & Chocolate**
- **MasterChef Oat Cereal Drink with Dates & Banana**

Combining wholesome oats and malt cereal with dates and distinctive flavour combinations, the range is designed as a convenient instant beverage for consumers seeking a satisfying cereal-based drink without added sugar.

The participation at SIAL Paris marks another step in Farmers River International's international expansion strategy. The company is already exporting its products to markets across **Western and South Asia**, as well as other international markets, and is now looking to strengthen its presence while exploring new opportunities across **Europe and Africa**.

“SIAL Paris provides us with an important platform to introduce our latest products to international buyers, distributors and potential business partners,” said **Zaini Rahman, Executive Director of Farmers River International Sdn Bhd**.

“Our new oat cereal drink range reflects our direction towards developing convenient, better-for-you products while retaining the taste and practicality consumers expect from an instant beverage. We see significant potential to expand our export markets, particularly in Europe and Africa, and we hope to establish meaningful partnerships through our participation at SIAL Paris.”

SIAL Paris 2026 is expected to bring together approximately **8,000 exhibitors and 295,000 food-industry professionals**, providing a global platform for food manufacturers, retailers, distributors, brands and buyers.

With its established manufacturing capabilities and **Halal, HACCP and GMP-certified facility**, Farmers River International is also positioned to explore **private-label, contract manufacturing and distribution partnerships** with international businesses seeking Malaysian-made food and beverage products.

Through SIAL Paris 2026, Farmers River International aims not only to showcase its latest innovations but also to build long-term partnerships and create new pathways for Malaysian food products in international markets.

About Farmers River International Sdn Bhd

Founded in 2012, **Farmers River International Sdn Bhd** is a Malaysian food and beverage manufacturer specialising in premium instant oat, cereal, coffee and tea drink mixes. Its flagship brands include **MasterChef** and **Dejabrew**. The company serves both domestic and international markets and provides product development, contract manufacturing and private-label manufacturing solutions.

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