



COMPANY PROFILE

Sign: LE FROID

Activity: Food

Creation date: 1943

Legal form: SA (Limited Company)

Address:

7, rue des frères Charpentier

PO BOX 321

98845 NOUMEA CEDEX

New Caledonia

Website: www.lefroid.nc

Facebook Page: [lefroid.caledonie](https://www.facebook.com/lefroid.caledonie)

Distribution network: BtoB

Certification and standards:

ISO 9001, ISO 22.000, FSSC

EXPORT REFERENT

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LE FROID

Created in 1943, the company refrigeration is a family-run industrial food company 100% Caledonian. Bottler of soft drinks, juices, flavoured flat drinks, syrups, and fermented alcoholic beverages, the company manufactures, markets and distributes more than 25 brands. Le Froid has developed the company by creating its own brands (Tulem soft drinks, Tulem syrup, fruity Oro, Oro Kids, and Manta) and internationally renowned franchise brands (Coca-Cola, Orangina and Carlsberg).

In 2000, Le Froid created its own local brewery and began producing an internationally renowned brand: Kronenbourg 1664. It quickly became a must-have beer in the Caledonian landscape. With its experience and know-how, the brewery launched its own 100% local beer "Manta" in 2008

The company is particularly experienced in New Caledonia where it has a large distribution network in outlets, CHR (cafes, hotels, restaurants) and institutions. Internationally, the company has a modern production tool in Vanuatu with VBL-Vanuatu brewing Limited-allowing it to be the leader in the manufacture and distribution of Tusker beers (awarded internationally in Australia in 2016) and the Distribution of non-alcoholic products (carbonated and mineral drinks).

For a number of years now, the company has been rewarded several times at the International Exhibition of Agriculture in Paris but also in Europe. With an array of prices the company was able to penetrate the Japanese market through a network of specialized distributors. As part of its international expansion the refrigeration company wants to consolidate the sale of its Manta products on the Japanese market and extend its influence in the markets of South Korea and Taiwan through specialized importers.