

Bright Cow Partners with Gigi Coffee and Target to Supply 90,000 litres of Fresh Milk Every Month



KUALA LUMPUR, 12 September - FGV Holdings Berhad (FGV) through its subsidiary, FGV Dairy Farm Sdn Bhd (FGVDF) strengthens its current dairy farming and milk production business under its flagship dairy brand, Bright Cow, by partnering with Gigi Coffee, Malaysia's home-grown coffee company.



Bright Cow is currently supplying up to 40,000 litres of fresh milk per month to Gigi Coffee

With the tagline “Great Milk for Great Coffee”, the up-and-coming coffee chain currently has more than 36 outlets nationwide and has started using Bright Cow’s fresh milk since June this year in all their coffee menus such as Signature Caffe Latte, Buttercream Latte and Sea Salt Caramel Macchiato.

Bright Cow is currently supplying up to 40,000 litres of fresh milk per month to Gigi Coffee and targets to increase its milk production and supply to 90,000 litres per month by December this year. Located in Linggi, its local dairy farm houses more than 200 cows and is currently processing 1 million litres of fresh milk annually. The farm’s location which is near to focused consumer areas such as Kuala Lumpur, Selangor, and Putrajaya, enables the fresh milk to reach its market destinations within 24 hours.

Dato’ Iszhar Ibrahim, Chief Executive Officer of Bright Cow said, “Today we are celebrating a strategic collaboration of two local brands. This is aligned with the company’s strategic plan to expand its hotel, restaurant, and café (HORECA) business on a larger scale, and we look forward to sustainable and synergistic partnership with Gigi Coffee in years to come.”



Dato’ Iszhar Ibrahim, Chief Executive Officer of Bright Cow with Mr. Andy Teong, General Manager of Gigi Coffee during the launch at Wisma FGV

Mr. Marcus Low, Chief Executive Officer of Gigi Coffee said, “Gigi Coffee aims to double its number of outlets by the end of 2022. We are looking to grow exponentially as we increase our presence in other states, making every day great coffee more convenient for our customers and coffee lovers.”

“Gigi Coffee’s partnership with Bright Cow reflects our commitment to sourcing quality fresh milk from local farms that use responsible farming practices and to ensure a consistent milk supply to support our growing business. The mission of Gigi Coffee is to inspire people to achieve greatness in life, starting with great coffee,” said Mr. Andy Teong, General Manager of Gigi Coffee.

Dato’ Mohd Nazrul Izam Mansor, Group Chief Executive Officer of FGV said, “FGV aspires to become one of the world’s leading agribusinesses, with a greater focus on food and consumer products in contributing towards the national food security agenda. By being one of the main players in the industry, we can lower the market price and reduce dependency on exports of goods. We also want to make sure the dairy product supply is always fresh and viable and dairy farming remains sustainable.”

Besides Gigi Coffee, Bright Cow is currently supplying its fresh milk and dairy products to other brands such as Inside Scoop, Yees Yogurt, Café Mesra, Yogurt Ballet, Yogurt King, Big Singh Chapati and San Francisco Coffee.



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