

Company Name : Ni Hsin Resources Berhad
Date : 05 February 2021
Source : New Straits Times

Ni Hsin Files For Patent Of New Energy Coffee

KUALA LUMPUR: Ni Hsin Resources Bhd, via unit Ni Hsin Food & Beverages Sdn Bhd (Ni Hsin F&B), has filed a patent for its new energy coffee with the Intellectual Property Corporation of Malaysia.

In a statement today, the company said the energy coffee would be marketed and retailed under "BlackBixon" brand.

The patent would protect Ni Hsin F&B's rights to the product and secure competitive advantage in the F&B business, it added.

"Our collaboration partner Fiatic Biosystem Sdn Bhd has helped us successfully develop various products including energy coffee and nutrition coffee, which will be marketed and sold in capsule form under our brand 'BlackBixon'," said managing director Khoo Chee Kong.

The company has appointed Global Coffee Resources Sdn Bhd to supply its coffee beans and coffee powder, as well as provide technical assistance to Ni Hsin F&B in the development of the beverage recipes.

"We have decided to focus on our first foray into the F&B business in the manufacturing and distribution of health and bioenergy beverages, in consideration of the heightened health awareness among Malaysians in their dietary needs and increasing consumption of non-alcoholic beverage (including coffee)."

He added that the demand for capsule coffee machines was expected to be fast-growing.

Ni Hsin F&B had on August 12 last year entered into a collaboration agreement with Fiatic for the development and formulation of health and bioenergy products.

Subsequently on January 22 this year, Ni Hsin F&B had entered into a supply and technical assistance agreement with GCR for the appointment of GCR as the supplier for the coffee beans and coffee powders.