

## BCorp Is Poised To Be A Conduit To Healthy Eating

By **BusinessToday** - October 13, 2021



**BERJAYA**

**BERJAYA CORPORATION BERHAD**

Berjaya Corp Bhd (BCorp) has acquired exclusive distribution rights for Holista Colltech Ltd's products from its subsidiary, Country Farms Sdn Bhd, a company that supplies organic and healthy food and is listed on the Australian Stock Exchange.

The group says the collaboration will help to develop a range of science-based everyday food and diet solutions for consumers, and they will also join forces with Country Farms, which includes Beyond Meat's plant-based line.

Malaysians are becoming more aware of the origins and ingredients of the foods they consume, and as such, they will source and develop only natural foods that have been proven to improve human health.

Holista Colltech's low-glycemic-index (low-GI) premix for flour products, sugar reduction technology, plant-based meat products, and dietary supplements will be available exclusively at BCorp.

Datuk Rajen Manicka, the founder and CEO of Holista Colltech, says this will provide Malaysians with a variety of healthy foods.

Louis Kho, the managing director of Country Farms, says he intends to make healthy keto-dietary alternatives more affordable to the general public.