



## Finnish Crazy Coco Energy conquers Asian energy drink market

### Exclusive distribution rights to Korean giant

The Finnish company Crazy Coco has signed an exceptionally broad distribution agreement for the enormous Asian markets. Crazy Coco Energy won the attention of the Korean HK Inno N Corporation thanks to its high-quality combination of brand and manufacturing. What is distinctive of the product is natural coconut water, which comes from strictly controlled sources in Vietnam.

In mid-June, HK Inno N will launch sales of Crazy Coco Energy on the Korean market. The markets in Japan, Taiwan, China and Vietnam, in which HK Inno also operates, will follow. The company is part of the global Kolmar Korea Group.

### First one million cans delivered

The launch in Korea is scheduled for June and the goal is to sell two million cans in 2020. Sales will be supported with promotions and other active marketing measures. The goal of Crazy Coco and HK Inno N's initial contract period, lasting until the end of 2023, is to sell several tens of millions of cans on the Asian market.

*"HK Inno N and Crazy Coco share the view that it is time to change the energy drink category and introduce more natural and better alternatives. The recipe for Crazy Coco Energy contains no additives or preservatives, and only natural caffeine extracted from green coffee beans is used,"* say **Janne Juutilainen** and **Juha Vesikansa**, the founders of Crazy Coco.

For a small company, trading with an Asian giant is a wonderful opening move and an opportunity which both inspires the company and makes it proud. The agreement has tremendous importance for Crazy Coco, both in terms of growth and internationalization.

### Well planned is half done

The companies have paid visits with each other and audited Crazy Coco's production facilities in Vietnam. HK Inno N was impressed with everything from design to certified production (ISO 22000, FFSC 22000, HALAL, HACCP, GMP). **Sasu Kauppi**, a Finnish top designer, has been responsible for the brand design from the outset. Crazy Coco had also given careful attention to the brand's story and philosophy.

Janne Juutilainen and Juha Vesikansa appreciate their partner's solid expertise and systematic approach:

*"It's been very interesting to work with the people from HK Inno N. Their top-level expertise inspired instant confidence in us. Since HK Inno N's brands include category leaders, they immediately had a clear idea of market entry and obtaining a permanent position. Of course, the Asian scale is also impressive to a Finn. The launch of the actual distribution stage is obviously a step which we are eagerly awaiting."*

HK Inno N appreciates Crazy Coco's passion and contribution in creating a constructive partnership for exploring the Asian market together, in view of sustainable growth for mutual benefit.

*"We are very glad to introduce the world's number one high-quality coconut water-based energy drink to South Korea, delivering Crazy Coco's excellence to the Asian consumers. We will definitely make the best of the collaboration with the Finnish Crazy Coco,"* says **Andy Ahn**, New Business Director at HK Inno N.

## Additional information

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[Crazy Coco's story](#)

[Crazy Coco's products in Finland](#)

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*Crazy Coco Oy is an innovative beverage sector start-up founded in 2017. The company's and brand's basic idea is to offer natural, zesty and refreshing functional drinks. In addition to Crazy Coco Energy, which is based on coconut water, the company's products include Organic Kombucha. Crazy Coco's net sales were EUR 160,000 in 2019. The company is located in Vantaa, Finland.*

*HK Inno N Corporation (formerly CJ Healthcare) is based in Seoul. The company's net sales were approximately USD 490 million in 2018. HK Inno N is active in the pharmaceutical, health and functional food and beverage sectors. The company employs 1,500 people and operates in the Japanese, Taiwanese, Vietnamese, and Chinese markets in addition to Korea. It is part of the Kolmar Korea Group, a listed company.*