

a singapore  
dairy-free co.

# simplymade





# what we do

Simplymade is a Singapore-based FMCG company creating relatable, better-for-you essentials for today's evolving Asian lifestyle.

We understand local markets — spotting shifts in taste, culture, and behaviour, then turning them into everyday staples.

Our mission is simple: to create brands that matter — relatable, responsible, and accessible, built for the future.

## vision

To lead the shift toward sustainable living by making plant-based choices a natural part of everyday life.

## mission

To inspire mindful consumption through accessible, high-quality products that deliver real value — brands people trust, grow with, and carry into the future.

# öö a simple journey.

We debut at FHA Singapore 2022, bringing a fresh wave to the plant-based scene with **noomoo** — **which means “no cow.”**

What started as an idea to create better milk alternatives for cafés soon grew into a brand loved across Southeast Asia.

We obsess over the details — sourcing from trusted suppliers in the **USA, Sweden, Australia, and Asia**, and perfecting every recipe through deep collaboration with **baristas, chefs, bakers, nutritionists, and creators** who share our passion for taste and texture.

Guided by curiosity and real feedback, we keep refining our formulas to meet what people actually want — smooth, balanced, and **crafted for professionals, made for everyone.**

Today, noomoo is proudly poured, baked, and blended in cafés, restaurants, bakeries, and hotels across the region — a simple journey that began with one belief:

**better living should be simple, honest, and real.**

introducing...

NEW!



# the barista's

noomoo redefines dairy alternatives — smooth, balanced, and crafted for both professionals and everyday drinkers.

From oat and coconut to future launches like almond, noomoo brings quality and simplicity into every pour.

**not milk, but mylk.**

est. september 2022 | a simplymade brand | city of singapore

# our range.



**malt game strong**

## OAT

Smooth, balanced, and naturally creamy — our oat mylk is crafted for versatility. It blends effortlessly in hot or iced drinks, delivering a neutral profile that complements coffee, tea, and culinary use without overpowering flavour.

- 12% oat - high in protein 1.7g/100ml
- low in sugar 1.8g/100ml
- malty texture
- australian rolled oats



**not grandma's santan**

## COCONUT

Light, aromatic, and refreshingly smooth. Made from high-quality coconuts, it offers a tropical richness that enhances both beverages and desserts — perfect for smoothies, iced lattes, and Southeast Asian applications.

- no gum, no casein
- reduced sugar 2.0g/100ml
- enhanced creaminess to match whole dairy milk 3.5g/100ml



**nutty but classy**

## ALMOND

Delicate, nutty, and subtly sweet. Our almond mylk provides a lighter, refreshing alternative with clean taste and excellent drinkability, ideal for everyday consumers seeking a wholesome, dairy-free choice.

- light, clean, and delicately nutty profile
- a source of vitamin E and plant-based calcium
- blends easily for both hot & cold beverages

\*Every mylk in our range is fortified with **7 essential vitamins and minerals**, designed to meet café performance standards while remaining enjoyable for everyday consumption.

**available in both 1L & 200ml**

# why do baristas' love us?

(because performance matters.)

## complements coffee

Our mylk is designed to complement, not compete. It lets baristas highlight the full flavour profile of their beans — from bold espresso notes to delicate origins — creating cups that taste balanced, not heavy.

## latte art ready

Texture and stretch that perform. noomoo froths, steams, and pours seamlessly, producing a stable, glossy microfoam that holds shape — perfect for cafés that care about presentation as much as taste.

## smooth & consistent microfoam

Engineered to handle café workflow. noomoo stays stable under heat and high pressure — no splitting, burning, or curdling — delivering reliable performance with every pour, every shift.



# why do creators' love us?

(because great taste goes beyond coffee.)



## matcha makers & tea crafters

Our coconut mylk pairs beautifully with matcha and tea — balancing earthy notes with natural sweetness. It whisks smooth, holds colour, and delivers that silky mouthfeel tea lovers expect. No overpowering flavours, just harmony in a cup.

## ice cream makers

Plant-based, but never icy. Our mylk base gives ice cream makers the creamy body and clean finish they need for dairy-free recipes — rich in texture, pure in taste, and easy to churn into perfection.



## bakers & food innovators

From waffles to pastries and beyond, our dairy alternatives integrate seamlessly into batters, doughs, and mixes — retaining moisture, enhancing flavour, and keeping every bite light yet satisfying.

# the category opportunity



**once seen as a substitute,  
plant-based dairy is now a category of its own**

Plant-based dairy is no longer niche — it's a daily habit.

With the global market set to nearly triple to **USD 90 billion by 2032**, Asia-Pacific alone leads this growth with an estimated **8 - 16 % CAGR**, fuelled by rising lactose intolerance, café culture, and a new generation of conscious consumers.

noomoo stands at the centre of this shift — combining the performance that professionals need with the quality and flavour consumers love.

reasons distributors and partners choose us.

# so why choose noomoo?

## purposeful simplicity

We focus on what matters: clean ingredients, great taste, and versatility across food and beverage occasions — making dairy alternatives easy and enjoyable for everyone.

## quality that performs

Every product is formulated to deliver consistency — from café steam wands to home blenders. Smooth texture, stable performance, and taste that holds up across every serve.

## premium made approachable

Our products deliver café-quality taste and nutrition at everyday value — accessible to anyone, anywhere, without compromise on quality.

## modern taste, local relevance

Rooted in Asia, our flavours reflect evolving regional palates while meeting global standards — balancing international quality with local authenticity



# certified partner material.

## built on reliability & reach

We work with trusted distribution partners across Southeast Asia, ensuring large-scale, efficient fulfilment across both B2B and retail channels.

Through shared logistics, aligned marketing, and regional coordination, we make it simple for partners to scale sustainably.

## powered by collaboration

Our approach is cooperative, not competitive. We co-build growth with our distributors, wholesalers, and retail partners through aligned strategies and open communication — creating a commercial ecosystem that benefits every stakeholder.

## anchored in credibility

We collaborate with respected baristas, roasters, and café leaders across the region — supporting major industry events such as the Singapore and Malaysia Barista Team Championships.

This reinforces noomoo as a trusted, performance-proven dairy alternative built with and for the café community.

## sustained by loyalty

Our long-term partnerships with distributors and café groups are built on shared success. Many of our early adopters continue to grow with us — citing reliability, consistent quality, and strong relationship support.





# now pouring



singapore (hq)  
simplymade pte ltd



brunei  
braun on sdn.bhd.



cambodia  
boncafe cambodia



malaysia  
forest cloud beverage



philippines  
le frank ingredients philippines inc

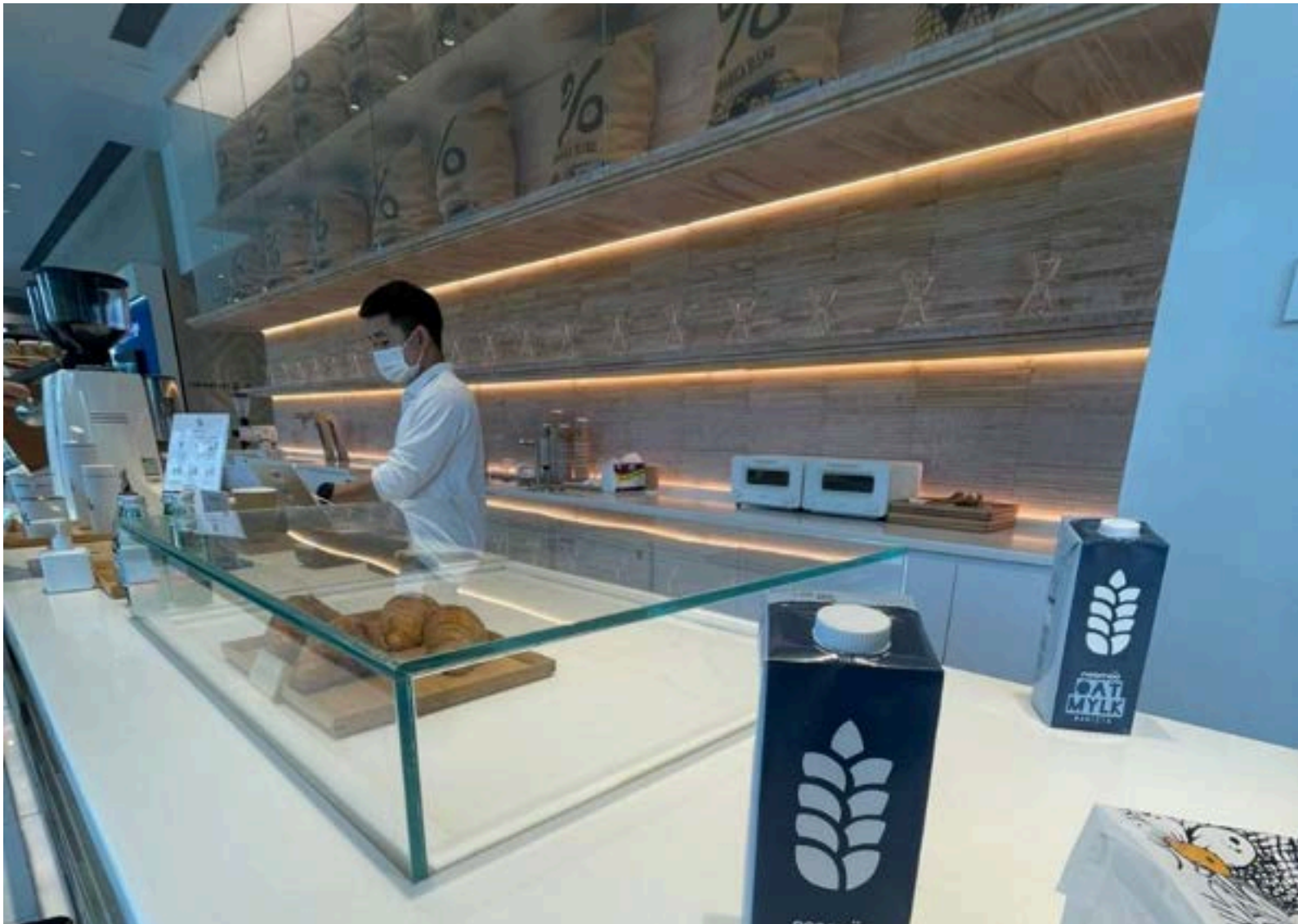


thailand  
psb co. ltd



vietnam  
boncafe vietnam

trusted by industry



from local cafés to global chains -  
already trusted in 1000+ locations.



% ARABICA

HWC  
HWC COFFEE



SALADSTOP!

tealive



cafe/brand collabs

# crafted with community



boncafe cambodia x  
noomoo  
camfoods & hotel 2025



nana coffee roaster x  
noomoo  
thaifex anuga 2025



forest cloud x noomoo  
mixology session



tampd coffee x noomoo  
coffee convention brunei  
2025



black soul coffee x noomoo  
seoul cafe show 2024



davinci x noomoo  
terengganu coffee fair



billy goat x noomoo  
cafe collab



est coffee x noomoo  
cafe collab



breakroom x noomoo  
cafe collab



moutai x noomoo  
poptoy show 2024



elev8 gym x noomoo  
gym opening



singapore management  
university x noomoo  
welfare day

outreach programs

# on the ground



money fm89.3  
brand activation



raffles medical group  
wellness launch



green house event @  
castlery



sustainable xmas for  
underprivilege kids



singapore management  
university sports day



bottega veneta pop-up @  
paragon



thafx horec asia



noomoo @ one george  
street



food & hotel asia  
singapore



great green run for  
sustainability singapore



coexist coffee fair



pingmin coffee festival  
@ pavilion bukit jalil

# brand support



pr kit



tote bag



thermal bag



sampling cups



tent card



pull-up banner



foldable recycle bag



cup



t-shirt



product display shelf



cafe counter display



sampling booth

our manufacturing &  
assurance process

# quality you can trust

All our products are manufactured in Vietnam through certified production facilities that meet stringent international food-safety and quality standards. Every stage — from ingredient sourcing to packaging — is governed by a structured QA/QC framework designed to ensure consistency, safety, and performance across every batch.

Our quality assurance covers:

- Certified manufacturing systems — Facilities operate under globally recognized certifications including FSSC 22000, HACCP, and ISO 22000, ensuring full traceability and compliance with international food-safety standards.
- Ingredient integrity — We source premium raw materials from reputable suppliers across the USA, Sweden, Australia, and Southeast Asia, chosen for quality, safety, and consistency.
- R&D precision — Our formulations are co-developed with nutritionists, food scientists, and industry professionals, ensuring optimal taste, texture, and functionality across all categories — from oat and coconut milks to emerging beverages like matcha coconut and yoghurt drinks.
- Batch-level testing — Every product undergoes microbiological, chemical, and sensory evaluation before release to maintain taste, safety, and stability.
- Halal compliance — All products are Halal-certified by JAKIM (Malaysia), MUIS (Singapore/Indonesia), and recognized Middle East authorities, providing global market assurance.

Together, these practices ensure our distributors, partners, and consumers enjoy products that are consistently safe, high-performing, and ready for market expansion.



expanding modern essentials — one product at a time.

# what else to expect

**today**

oat & coconut mylk

**next**

mini mylk packs

**soon**

almond/soy mylk

**future**

beyond mylk



**I AM A MILK BRAND**  
**NOT**



**noomoo**

**lets connect.**

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