

For Immediate Release

Louis Dreyfus Company Brings Its *Montebelo Brasil* Premium, Natural Fruit Juices to Indonesian Consumers

Jakarta, Indonesia, February 20, 2025 – Louis Dreyfus Company (LDC) today announced the launch of its fresh fruit juice brand, *Montebelo Brasil*, in Indonesia - a development that marks the brand's entry to Asia, following its successful launch in France last year.

The *Montebelo Brasil* juice range includes premium, Not From Concentrate (NFC), 100% fruit juices, catering to Indonesian consumer demand for natural and nutritious beverage options. With a population of over 277 million, the Indonesian juice market is expected to [grow at a CAGR of 6.3% through 2028](#), driven by increasing consumer demand for natural beverages.

The expansion of *Montebelo Brasil* into a new market aligns with LDC's strategic plan to extend its reach downstream in the value chain – in this case, by growing its footprint in the value-added juice segment, as part of the company's commitment to offering high-quality, natural beverages in key global markets.

"Indonesia is a strategic market for *Montebelo Brasil*, which is well positioned to offer premium and traceable juices that address growing consumer preference in the country for natural and nutritious beverages," said Rajat Dutt, LDC's Country Head for Indonesia. "This development builds on LDC's already strong and growing business portfolio in the country, where we celebrated 25 years of presence last year."

Montebelo Brasil will launch four signature juices in Indonesia:

- Two 100% natural and Not From Concentrate (NFC) orange juices (with and without pulp)
- Orange, maracuja and lime nectar
- Lemonade blending lime and lemon

With more than three decades of experience as a responsible citrus grower, LDC manages 30,000 hectares of certified orchard across 36 farms in Brazil, in line with the Group's commitment to sustainability, traceability and excellence.

"Initially with this launch, the brand aims to offer 100% natural orange juices with assurance of orange juice traceability for Indonesia's end consumers," said Aurélien Grisval, LDC's Head of Downstream Markets for Juice. "We seek to further collaborate with like-minded partners - in Indonesia, and beyond, to drive the brand's expansion, ensuring that we continue to meet the evolving expectations of increasingly discerning consumers who expect quality and transparency on the origin of their products."

Montebelo Brasil will be progressively rolled out to more than 50 *Ranch Market* and *Farmers Market* outlets across Indonesia by end of April, with nationwide expansion scheduled for 2025 and ongoing



discussions with additional retailers, to strengthen the brand's presence across the country and ensure wider accessibility for consumers.

For more information about *Montebelo Brasil* and its products, please visit montebelobrasil.com.

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About Louis Dreyfus Company

Louis Dreyfus Company is a leading merchant and processor of agricultural goods, founded in 1851. We leverage our global reach and extensive asset network to serve our customers and consumers around the world, delivering the right products to the right location, at the right time - safely, reliably and responsibly. Our activities span the entire value chain, from farm to fork, across a broad range of business lines (platforms): Coffee, Cotton, Food & Feed Solutions, Freight, Global Markets, Grains & Oilseeds, Juice, Rice and Sugar. We help feed and clothe some 500 million people every year by originating, processing and transporting approximately 80 million tons of products. Louis Dreyfus Company is active in over 100 countries across six geographical regions, and employs approximately 18,000 people globally.

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