Striking a Balancing between Tradition and Innovation

Coconut products are at the core of YCK, so the quality of coconut is of paramount importance. “Malaysia, Vietnam, and the Philippines all supply coconuts, but it’s Malaysian coconut quality that tops the chart. It has been a custom to use coconuts from Malaysia to produce candy and other treats since my grandfather’s generation,” Ms Yan Yin-yin revealed her family recipe.

Considering the soaring wage and rent in Hong Kong, the manufacturing process of YCK products - including coconut opening, milk extracting, production, packaging - has been moved to Malaysia with the help of automatic or semi-automatic machines. To bring back the old flavour, Ms Yan sought help from the old staff to monitor and ensure the time-honoured quality.

YCK re-launched their products in Hong Kong Brands and Products Expo 2011, where the brand received much welcome from the nostalgic customers. Ms Yan felt something wrong at once. “The brands bring back fond memories for older patrons, yet it cannot connect with younger customers. There was a need to rejuvenate the brand and our product portfolio to make it more appealing to mass consumers, or we might risk fading out in the market.”

To attract different consumer segments, YCK cleverly recreated and repackaged a variety of coconut products. In addition to the classic hard and soft coconut candy, there are also sea salt and ginger flavour available for the health-conscious consumers. “We have introduced a variety of coconut products so far, for example crispy coconut chips, juicy coco, eggroll, and other seasonal treats like rice cake, coconut mango ice cream etc. We are also rolling out coconut.