



# CAP ORGANIC – 2025 INTERNATIONAL MARKET OVERVIEW & STRATEGIC EXPORT PROFILE





## COMPANY OVERVIEW

CAP Organic is a purpose-driven Sri Lankan SME that began its transformative journey in 2017, focusing on cultivating soursop, an underutilized tropical superfruit with high functional value. Recognizing its global potential, we strategically invested in building a vertically integrated operation focused on producing value-added, certified organic fruit-based products for export.

In 2019, we launched CAP Ceylon, our state-of-the-art manufacturing facility, to support the growing global demand for clean-label tropical beverages. Today, CAP Organic has evolved into a trusted supplier of premium organic fruit juices, functional wellness drinks, herbal infusions, organic fruit wines, and natural snacks, all developed in alignment with international standards.



## WHAT SETS US APART

Our products are crafted without artificial preservatives, colors, or additives, appealing to health-conscious consumers and buyers who value transparency, clean sourcing, and wellness-oriented nutrition. Every beverage we produce reflects a deep commitment to authenticity, sustainability, and food integrity, positioning us at the intersection of tradition, science, and well-being.



# CORE STRENGTHS

**Certified Organic Farming at Scale:** We currently manage over 1,000 acres of certified organic farmland, including 950 acres through inclusive (through inclusive) smallholder partnerships.

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**Fully Integrated Supply Chain:** Our farm-to-bottle value chain enables traceability, quality assurance, and efficiency at every stage—from cultivation and harvest to processing and export logistics.

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**Agro-innovation & Product Development:** We work with expert food scientists and agronomists to create functional beverage formulations that combine tropical fruit actives with Sri Lanka's time-honored herbal traditions (e.g., cinnamon, gotukola, ginger, turmeric).

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**Export-Ready Operations:** CAP Organic is fully export-compliant and globally certified, ensuring seamless market access and regulatory alignment across regions. We are:

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FDA-registered and certified under USDA Organic and EU Organic standards.

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Compliant with leading food safety and quality frameworks, including ISO 22000:2018, GMP, HACCP, and Fair-Trading Principles.

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Equipped with a dedicated Export Documentation Desk that manages all international shipping and compliance requirements, including:

- Certificate of Analysis (COA)
  - Material Safety Data Sheets (MSDS)
  - Health and Origin Certificates
  - Bill of Lading (B/L)
  - Private Label Customization and Branding Support
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We are also a registered exporter with the Sri Lanka Export Development Board (EDB), Ministry of Industries, Coconut Development Authority, National Chamber of Exporters, and the Ceylon Chamber of Commerce — reinforcing our credibility and readiness for global partnerships.

# TROPICAL WELLNESS ALIGNED WITH GLOBAL CONSUMER TRENDS

As global markets shift toward natural hydration, gut health, and traditional wellness, CAP Organic offers a product portfolio that meets rising consumer expectations across regions. We specialize in:

- King coconut-based hydration beverages are rich in natural electrolytes
- Soursop juices and herbal teas are known for their high antioxidant properties
- Functional wellness shots infused with ginger, turmeric, cinnamon, and other Ayurvedic botanicals
- Clean-label, shelf-stable formats with minimalist and export-ready packaging

Backed by international certifications, full traceability, and deep respect for cultural preferences, CAP Organic is well-positioned to serve health-conscious consumers, wellness retailers, and strategic co-branding partners in global markets.

# SUSTAINABILITY & ETHICAL SOURCING

Our production model is deeply rooted in regenerative agriculture, zero-waste processing, and community impact:

- Partnering with rural smallholder farmers and providing fair trade pricing
- Ensuring gender inclusion and skill development in all production zones
- Utilizing renewable energy systems and composting programs
- Implementing a digital traceability platform for batch-level transparency

We believe sustainability isn't just a brand promise—it's built into the DNA of every product we deliver.

## FUTURE ASPIRATIONS

By 2028, CAP Organic aims to be among Asia's leading exporters of tropical organic wellness products, expanding across 20+ global markets. Our goals include:

- Establishing distribution partnerships in Japan and East Asia
- Deepening our ESG and impact measurement systems
- Securing partnerships with DFIs and sustainable finance partners to scale

## OUR GLOBAL PRESENCE

Since 2019, CAP Organic has successfully exported certified organic products to over a dozen international markets, including Japan, Australia, Canada, the USA, Korea, Germany, Italy, the UAE, the Maldives, New Zealand, and the United Kingdom. Our growing presence in these diverse markets reflects the global appeal of tropical, clean-label wellness products backed by credible certification and sustainable sourcing.

Building on this momentum, we are strategically expanding into Japan and East Asia, where consumer demand is rapidly rising for functional beverages, natural hydration solutions, and certified organic food ingredients. Japan, in particular, is a priority growth market for CAP Organic due to its alignment with our brand values—quality, safety, tradition, and innovation.

Our product portfolio spans both ready-to-drink B2C beverages—including functional fruit tonics, herbal teas, and king coconut water—as well as B2B offerings such as organic tropical fruit purées and bulk concentrate solutions for co-manufacturers, hotels, and wellness brands.

To support our international operations, CAP Organic maintains full export compliance and quality assurance systems. We are certified under both EU Organic and USDA (NOP) standards and hold factory certifications in ISO 22000:2018, HACCP, and GMP. We are also actively pursuing FSSC 22000 to further strengthen our credibility in food safety and global buyer trust.

Our goal is to serve as a reliable long-term partner for importers, distributors, and food innovators seeking consistent quality, ethical sourcing, and scalable capacity from a tropical origin.



## PRODUCT INNOVATIONS

CAP Organic has developed and market-tested over 35 organic food and beverage products, built around tropical fruit functionality and clean-label processing. Our current market-ready product lines include:

- High-Concentrate Organic Fruit Beverages (Sugar-Free, Preservative-Free) – Bottled & Canned
- Low-Concentrate Organic Fruit Beverages – Lightly sweetened and naturally flavored
- Organic Herb Tea
- Dehydrated Organic Fruits
- Soursop-Based Wine (Sugar-Free)
- King Coconut-Based Hydration

All products are developed under the guidance of specialized consultants and comply with international food safety and quality standards.

## CERTIFICATIONS & QUALITY ASSURANCE

- ISO 22000:2018 Certified Food Safety Management System
- HACCP, GMP Certified Facility
- EU Organic, USDA-NOP, Canada Organic Certifications
- U.S. FDA Registration
- Full traceability and sustainability documentation



## **CULTIVATION & SUPPLY CHAIN**

- 1,000 acres of fully traceable organic farmland (projected), with 20+ trained farmers and internal agronomy expertise
- Endorsed by the Sri Lankan Department of Agriculture and World Bank
- Managed under a group-controlled farm-to-processing value chain
- Rs. 300 million invested in capital assets and processing facilities

## **STRATEGIC VISION: TAKING TROPICAL WELLNESS GLOBAL**

By 2028, CAP Organic aims to be present in 20+ international markets as a leading supplier of value-added, organic tropical wellness products. With strategic investments in processing capacity, cold chain infrastructure, and global certifications, we are actively seeking buyers, distributors, and impact-driven partners to expand our international footprint.

We see strong alignment with global consumer trends—especially in markets where demand is growing for clean-label beverages, gut-friendly nutrition, and functional herbal infusions. Our product range blends nutrition, tradition, and innovation, making it ideal for health-conscious markets around the world.

CAP Organic invites diplomatic and commercial partners to help us unlock trade, co-branding, and investment opportunities that advance both Sri Lankan exports and shared wellness goals.

## GLOBAL MARKET ENTRY STRATEGY

- CAP Organic is building strategic partnerships in key target markets to accelerate export entry and ensure alignment with local regulatory and consumer expectations.
- Product packaging and labeling are customized to reflect market-specific language, design aesthetics, and serving sizes, typically ranging from 250 ml to 350 ml, ideal for retail and on-the-go formats.
- We are focused on penetrating the organic and functional beverage categories, with active engagement across retail distribution, HORECA channels, and private-label partnerships.
- This approach enables us to adapt quickly while maintaining the authenticity and nutritional integrity of our Sri Lankan tropical wellness offerings.
- Our flexible and responsive go-to-market strategy is designed to deliver win-win trade partnerships, value-added exports, and long-term commercial collaboration in every region we serve.

## WHY PARTNER WITH CAP CEYLON™?

- Fully certified, traceable, and ethically sourced product lines
- Patents pending for proprietary tropical wellness formulations
- Government and institutional support for expansion
- Export readiness with full technical and compliance documentation, including:
  - Certificates:** EU & USDA Organic, FDA Registration, ISO 22000:2018, GMP, HACCP, and Fair-Trading Principles.
  - Product Dossiers:** Certificate of Analysis (COA), Material Safety Data Sheet (MSDS), Shelf-Life Reports.
  - Export Documents:** Health Certificate, Certificate of Origin, Bill of Lading (B/L), and Custom Label Compliance
  - Memberships:** Registered with EDB, Ministry of Industries, Coconut Development Board, National Chamber of Exporters, and Chamber of Commerce
- Visionary leadership backed by a skilled team of agronomists, food scientists, and export professionals

## FOUNDER'S STORY

Ranjan T. Hanchapola, the Founder and Managing Director of CAP Group, is an agro-entrepreneur with deep roots in Sri Lanka's farming community. A former UN project consultant, Ranjan transitioned from construction to agriculture to fulfill a mission of empowering rural farmers and building inclusive value chains.

Through CAP Organic, he has led the development of a robust smallholder network, invested in high-impact cultivation programs, and championed the transformation of underutilized tropical fruits into world-class organic exports. His leadership continues to inspire sustainable agribusiness models across Sri Lanka.





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#CAPCeylon

We welcome the opportunity to explore strategic partnerships, distribution collaborations, and joint initiatives with your support. Together, let's champion a healthier, more sustainable future in food and agriculture.