

NEWS RELEASE

Good Taste, Great Health, the Alternative Milk for You! Tetra Pak Launches Campaign Promoting Plant-Based Milk

Bangkok (19 June 2023) — This week, a world-leading processing and packaging solutions company, Tetra Pak, launches its “Good Taste, Great Health, the Alternative Milk for You!” campaign to echo the great taste and benefits of plant-based milk, and accelerate the fast-growing consumption of plant-based beverages in Thailand.

For this campaign, Tetra Pak partnered with the top eight brands in the plant-based category to raise awareness of the delicious taste of plant-based beverages in Tetra Pak packaging and how they can help support a healthy lifestyle. Partnering brands include 137 Degrees, Almond Breeze, Glico Almond Koka, Goodmate, Alpro, UFC Velvet, Sunkist, and Wholly Nuts.

The four hero plant-based milk spotlighted by “Good Taste, Great Health, the Alternative Milk for You!” include almond, pistachio, oat, and macadamia milk. Each option offers specific health benefits to address individual needs and help consumers feel great from within. Here are some well-known benefits of them:

- **Almond Milk:** Contains Vitamin E for moisturising and nourishing skin.
- **Pistachio Milk:** Good source of Folate, which benefits expecting mothers. It helps lower cholesterol and blood lipids that are good for the heart.
- **Oat Milk:** Contains dietary fibres that can reduce cholesterol levels and provide good intestinal health.
- **Macadamia Milk:** Good source of Palmitoleic Acid, which helps maintain a youthful look.

In addition to providing numerous health benefits, plant-based milk also comes with various indulgent flavours, such as chocolate or milk tea, that can satisfy the most demanding consumers looking for healthiness and deliciousness.

Plant-based products are growing in popularity in Thailand as nourishing milk alternatives. Tetra Pak’s innovative processing and packaging help preserve these plant-based milk's nutritional benefits and delicious taste.

The “Good Taste, Great Health, the Alternative Milk for You!” campaign will include online and offline activities from 19 June until mid-August 2023. Online activities include four top influencers, such as Fang - Thananthorn Neerasingh and Knomjean - Kulamas Sarasas, representing the four categories of plant-based products. In addition, the campaign will also be conducted via Tetra Pak Thailand Facebook and the social media channels of the eight participating brands.

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Fang - Thananthorn Neerasingh, one of the personalities chosen to represent the “Good Taste, Great Health, the Alternative Milk for You!” campaign, said: “I love almond milk. I see it as a healthier alternative to dairy milk, as it is lower in calories and fat and makes my skin glow! It’s rich in flavour, making it perfect for my favourite lattes and cappuccinos.”

Sutthinun Taechathayanon, Marketing Manager, Tetra Pak (Thailand) Limited, said: “People often perceive that the taste of plant-based milk will be unappealing, and the health benefits are not widely known. This campaign will provide a better understanding of the superior benefits of plant-based milk. The four milk alternatives, namely almond, pistachio, oat, and macadamia, have unique tastes and benefits to respond to the specific health needs of different consumers.

“And let’s not forget that plant-based milk can play a big role in protecting our environment; with many Thai consumers now looking for brands that support lifestyles that are healthy for themselves and the planet, plant-based milk is an ideal choice.”

Offline activities will include consumer outreach at different locations around Bangkok and the vicinity to encourage awareness and trial of the plant-based milk included. For more information about the “Good Taste, Great Health, the Alternative Milk for You!” campaign, visit: <https://www.facebook.com/TetraPakThailand>

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ABOUT TETRA PAK

Tetra Pak is a world-leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our promise, “PROTECTS WHAT’S GOOD™,” reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com/th

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