



## PRESS RELEASE

### **Your Success, Our Passion: Tetra Pak Organises Seminar on Innovations in Ice Cream Manufacturing**

**Bangkok, 24 July 2019** — Tetra Pak, the world's leading food processing and packaging solutions company, recently organised an exclusive customer seminar on “Innovations in Ice Cream Manufacturing”. The event, which gathered over 100 participants from more than 30 local and multinational companies, focused on product innovation trends in the ice cream world, best practice lines and case studies. The seminar also featured interactive activities with virtual reality experiences, ice cream dessert bar and guided demo equipment tour.

The seminar was a very timely and relevant event, because the market for ice cream, one of the world's favourite desserts, is characterised by the relentless demand for novelty. Product innovation is essential, and it is not only a question of new flavours; the product has to look irresistible too. Hence the industry's interest in regular variations of shape, dipping, toppings and wrapping. Tetra Pak's market intelligence experts have kept a close eye on evolving consumer demands and product trends and shared the insights with the attendants of the seminar.

One interesting example is growing popularity of 'permissible' treats. Some manufacturers are adding big chunks of healthy ingredients like fruit and nuts into their products, and Tetra Pak provides them with the technology to dose ingredients accurately, ensuring every mouthful of ice cream contains a tasty surprise.

Another trend is developing low fat ice cream products. This is where Tetra Pak's low temperature freezers make it possible to reduce the size of the ice crystals and air bubbles in the product, ensuring it ends up with a nice creamy texture regardless of the amount of fat in the ice cream mix ingredients.

“Everybody loves ice cream, and there are so many variations in flavours and shapes and recipes. Here in Tetra Pak we are experts in ice cream production. We have solutions that cover the whole range of various ice cream products: sticks, cups, cones, sandwiches, cakes and family packs. In fact, we cover the entire range. And we constantly monitor current market trends - globally and locally, to help manufacturers in Thailand develop innovative and attractive ice cream products, all in order to optimize recipes for the Thai market”, said Mr. Ramesh Krishnamachari, Processing Director, Tetra Pak (Thailand) Limited.

###

# PRESS RELEASE

## ABOUT TETRA PAK

Tetra Pak is the world's 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 make food safe and available, everywhere.

More information about Tetra Pak is available at [www.tetrapak.com/th](http://www.tetrapak.com/th)

## MEDIA CONTACTS

### **Tetra Pak (Thailand) Limited**

Tapanee Junhom

Communications Manager

Tel. +662-018-3384

[Tapanee.junhom@tetrapak.com](mailto:Tapanee.junhom@tetrapak.com)

### **Midas Communications International CO., Ltd.**

Ruksina Supatnuntakul / Wassana Phoka

Tel. 080-304-8870/ 086-161-9910

[ruksina@midas-pr.com](mailto:ruksina@midas-pr.com) / [wassana@midas-pr.com](mailto:wassana@midas-pr.com)