

Press release

2026-01-28

SIG enters a new product category with camel milk launch in SIG aseptic cartons

Camel milk is both deeply rooted in Saudi heritage and increasingly relevant to modern, health-conscious consumers. Traditionally valued for its nutritional profile and immunity-related benefits, camel milk is now emerging as a premium dairy segment with growing demand across the Middle East. The new NOUG Camel UHT Milk from Sawani, part of the MILAF Global Food Company, is produced and co-packaged in Saudi Arabia by United National Dairy Co. The launch represents the first camel milk in aseptic packaging from SIG.

By enabling this locally produced and packaged solution, SIG continues to support brand owners and co-packers in bringing differentiated dairy products to market while maintaining high standards of food safety, shelf life, and quality.

SIG MiniBloc carton packs in a 125 ml size are designed for modern on-the-go consumption. The packs are easy to handle by consumers of all ages – including children. The packaging combines convenience with aseptic product safety and a long shelf life without refrigeration, which supports broad availability across multiple distribution channels.

The launch is part of a broader agreement backed by Saudi institutional investment, reinforcing the Kingdom's commitment to local food production, food security, and the development of national dairy capabilities.

"This project marks a category first for SIG and reflects our ability to apply aseptic technology to new and non-conventional dairy applications," said **Mr. Abdelghany Eladib, President & General Manager India, Middle East and Africa at SIG**. "It also demonstrates how we can support customers in converting existing volumes to aseptic carton packaging while strengthening local production and supply chains in the Kingdom."

"Camel milk is an essential part of our heritage, and with NOUG we are reimagining how it fits into modern family lifestyles," said **Mr. Bander Alqahtani, Managing Director of MILAF Global Food Company**.



“This launch reflects our ambition to offer high-quality camel milk in a convenient, child-friendly portion; bringing health to as many consumers as possible across KSA and beyond,” added **Mr. Maher Eldaly, CEO of Sawani**. “Partnering with United National Dairy Co. and SIG enabled us to turn that vision into reality.”

“From a production standpoint, camel milk requires specific process expertise and strict quality control,” said **Mr. Abdullah AlSaleh, CEO, United National Dairy Co.** “SIG’s aseptic technology allows us to co-pack this product efficiently while preserving product integrity and meeting the requirements of a premium dairy offering.”

The project highlights close collaboration across the value chain, bringing together Saudi-based production, institutional backing, and advanced packaging technology. Working with Sawani National Company as the principal and United National Dairy Co as the co-packer, SIG supported the journey from concept to commercial production, enabling a scalable platform for broader national distribution.

Through this category entry, SIG reinforces its ability to:

- Convert existing volumes to aseptic carton packaging
- Adapt aseptic technology to non-traditional dairy applications
- Support premium and family-oriented product innovation
- Strengthen locally produced and packaged food solutions

This camel milk launch represents a category milestone for SIG and establishes a scalable platform for future growth in specialized dairy and adjacent segments.

About SIG

SIG is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the world. With our unique portfolio of aseptic carton, bag-in-box, and spouted pouch, we work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable, and affordable way. Our technology and outstanding innovation capabilities enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories, and connected packs, all to address the ever-changing needs of consumers. Sustainability is integral to our business, and we strive to create a regenerative food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and listed at the SIX Swiss Exchange. The skills and experience of our approximately 9,600 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2024, SIG produced 57 billion packs and generated €3.3 billion in revenue. SIG also has an AAA ESG rating by MSCI, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit www.sig.biz

About United National Dairy Co

Established in 2003 through the merger of Al Matrood Dairy Company and Al Reef Dairy Farm, United National Dairy (UND) is a leading provider of high-quality dairy and juice products in the Middle East. Headquartered in Al Ahsa, Eastern Province, Saudi Arabia, the company operates a massive integrated agricultural complex featuring a herd of over 12,000 Holstein Friesian cows. UND is dedicated to delivering "Purity You Can Trust" through its popular brands, including Rayan and Kool. With a distribution network reaching over 7,200 retail outlets across the Kingdom and neighboring Bahrain, UND continues to set the standard for excellence in fresh and long-life dairy production.

About Sawani:

Established in July 2023 by the Public Investment Fund (PIF), Sawani is the leading Saudi company dedicated to unlocking the full potential of the Kingdom's camel dairy industry. Headquartered in Riyadh, Sawani is a key driver of the sector's sustainable growth, modernizing traditional practices through advanced technology and rigorous quality standards.

Through its flagship brand, NOUG, the company offers a premium portfolio of camel milk products, including fresh and long-life (UHT) dairy, designed to meet the needs of health-conscious consumers. Sawani plays a central role in advancing Saudi Vision 2030 objectives related to food security and economic diversification, with the ambition of transforming camel dairy from a local staple into a globally recognized nutritional category.

Picture caption:

NOUG Camel UHT Milk in SIG MiniBloc 125ml on-the-go aseptic cartons is easy to handle by consumers of all ages – including children.

Photo: SIG

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