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COMBISMILE ENTERS VIETNAMESE MARKET

SIG and Nestlé Vietnam break ground in Vietnam with combismile

SIG and Nestlé Vietnam launch combismile* in Vietnam this month to target the growing demand for convenient and nutritional on-the-go drinks.

With support from SIG, Nestlé Vietnam is expanding its popular range of Milo malted milk with MILO Breakfast and MILO Classic. And with this broader range, the food and beverage giant hopes to satisfy teenagers and young adults on the lookout for innovative on-the-go drinks that are both nutritious and relevant to their lifestyles.

MILO Breakfast drink is made from milk, protomalt and three types of cereals: oat, wheat and rice, with a balance of protein, carbohydrates, fats and fibre. With its irresistible taste, reduced sugar content and on-trend packaging, MILO Breakfast is the ideal morning energy fuel for teenagers. MILO Classic, meanwhile, is also made from milk and protomalt, with added protein and calcium, providing a sustained energy boost during break times.

By taking advantage of SIG's end-to-end combismile filling solution, with built-in drinksplus technology, Nestlé Vietnam is ready to stay on top of a rapidly emerging economy and deliver new and exciting products to consumers.

"In a world of ever-changing and individual consumer needs, beverage packaging needs to fit into consumers' lifestyles while catering to their changing demands and tastes. combismile is an attractive pack that doesn't sacrifice on quality, resulting in greater product novelty and differentiation on retail shelves while opening up new opportunities in a premiumised world." – Lawrence Fok, President & General Manager Asia Pacific at SIG

Why combismile?

With growing interest in fusion drinks, Nestlé Vietnam had been searching for an opportunity to capitalise on the trend for value-added beverages. They chose to launch a unique product able to attract young consumers while fitting neatly into their lifestyles – as a consequence, further strengthening the well-loved Milo brand.

With its innovative design, combismile fulfils the demand for mobile, healthy and individual food and beverage experiences. A curved, modern shape and easy-grip corners maximise drinking comfort, while a resealable single-action spout allows consumers to take their drinks with them wherever they go.

"combismile is the best choice for winning over the hearts of our teenage audience. Not only is the packaging highly suitable for value-added products, but with its round corners it can be easily picked up and carried about. Add in the combiGo closure for easy opening and closing, and you have a product that will, without a doubt, stand out on supermarket shelves." – Mr. Ali Abbas, Dairy Business Director of Nestlé Vietnam

Benefits of combismile

Available in a number of sizes, from 180ml to 350ml servings, combismile gives producers the opportunity to target a variety of consumers. The innovative on-the-go carton pack is designed to hold a wide range of beverage products, including functional and still water drinks, ready-to-drink teas and coffees, drinking milk snacks and plant-based dairy alternatives, while also offering unrivalled flexibility.

The new combismile packs offered by Nestlé Vietnam carry the FSC™ (Forest Stewardship Council™) label confirming that wood from FSC-certified, responsibly managed forests and other controlled sources is used for the manufacture of the unprocessed cardboard. An FSC label enables SIG customers to show consumers that they take their environmental and social responsibilities seriously.

***Disclaimer: combismile is currently not available in France, Germany, Great Britain, Italy or Japan.**

About SIG

SIG (FSC™ trademark licence code: FSC™ C020428) is a leading systems and solutions provider for aseptic carton packaging. 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 unique technology and outstanding innovation capacity 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 are going Way Beyond Good to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,500 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2019, SIG produced 38 billion carton packs and generated €1.8 billion in revenue. SIG has an AA ESG rating by MSCI, an 18.8 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit www.sig.biz

PICTURE CAPTION:

SIG and Nestlé Vietnam launched combismile* in Vietnam this month to target growing demand for convenient on-the-go beverages. With support from SIG, Nestlé Vietnam has expanded its popular range of Milo malt beverages. In Teenstart and Teenbreak, the food and beverage giant hopes to satisfy teenagers and young adults on the lookout for outstanding on-the-go beverages that are both nutritious and indulgent.

Photo: Nestlé

YOUR CONTACT:

Nonglak Mayteekraingkrai
Cluster Marketing Manager AP-S

Tel.: +66-2259-9954-(121)

Email: Nonglak.Mayteekraingkrai@sig.biz

SIG Combibloc Thailand Ltd.

Visit us on www.sig.biz or on our blog at signals.sig.biz