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NEW WINTER EDITION BRINGS WARMTH TO KOREAN CONSUMERS

## Daesang launches Nucares™ Roasted Rice in SIG's microwaveable Heat&Go packaging solution

Daesang, one of the leading Korean health food producers, has chosen SIG's Heat&Go, the world-leading microwaveable technology for aseptic carton packs, to launch its new Nucares™ Roasted Rice winter edition.

Nucares™ is a complete nutritional dairy supplement drink with roasted rice, suitable for people who have difficulty swallowing or prefer liquid food as part of a nutritionally balanced diet. In Korea roasted rice is considered to be fortifying and also gives beverages a delicate taste and aroma. Choosing SIG's innovative Heat&Go packaging solution for the new winter edition offers a quick and easy, complete meal replacement, which can be heated in a microwave to bring added value and convenience to this important target market.

With a preference for warm on-the-go beverages among Asian consumers, most products have only been available in cafes or convenience stores until now. SIG's Heat&Go microwaveable packaging innovation opens up a new channel for hot vending and using microwave ovens. In the past it has been a much more cumbersome process, with additional preparation required. Another nice effect is that the warmed packs can be a kind of handwarmer while enjoying the beverages outside in colder weather.

*Changwoo Choi, Chief Executive Officer at Daesang: "Our close cooperation with SIG gives us the best packaging solution to make life better for consumers. Heat&Go brings a new level of convenience when it comes to on-the-go drinking comfort and the consumption of heated beverages. We've been able to extend our existing product portfolio at exactly the right time to take full advantage of new market opportunities."*

Nucare™ winter edition is offered in SIG's packaging format combiblocMini 200ml and is filled on standard SIG filling machines. A simple upgrade is all that is needed so the filler can run standard and microwaveable material interchangeably. The gentle aseptic process ensures the 22 vitamins and minerals in Nucare™ are retained and the delicate taste and aroma protected. Aluminium-free Heat&Go from SIG makes it possible to heat in the microwave without any compromise on product quality.

*Lawrence Fok, President and General Manager Asia-Pacific at SIG: "The barrier function of Heat&Go's aseptic structure not only protects from light, oxygen, aroma loss and moisture, but also puts consumer safety as a top priority. Working closely with the team at Daesang we've been able to improve its brand image through innovation and convenience. The ability to fill both standard and Heat&Go packaging material on the same filling machine also adds value. I'm sure the trend towards enjoying warm nutritional drinks will continue well beyond just winter months."*

The partnership between SIG and Daesang offers true product innovation and differentiation as part of SIG's Value Proposition, which aims to deliver innovative product and packaging solutions that enable businesses to satisfy ever-changing needs.

#### **About SIG**

SIG 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](http://www.sig.biz)

**PICTURE CAPTION:**

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**Photo: SIG**

**YOUR CONTACT:**

**Heike Thevis**  
*Press Officer*

**Tel:** +49 (0)2462 79 2608  
**Email:** [heike.thevis@sig.biz](mailto:heike.thevis@sig.biz)

**SIG International Services GmbH**

Visit us on [www.sig.biz](http://www.sig.biz) or on our blog at [sig.biz/signals](http://sig.biz/signals)