Press release

2026-01-13

Benefitt launches Thailand's first high-protein UHT milk in SIG's on-the-go carton packs

Benefitt, a new brand developed by Lactasoy Co. Ltd., has introduced Thailand's first high-protein UHT-milk. The new Benefitt High Protein UHT Milk is filled in SIG SmallBloc 350 ml carton packs and is now available nationwide at 7-Eleven stores. With 31 grams of protein per pack, the product brings a new level of convenience to Thailand's growing demand for high-protein beverages.

Until now, high-protein milk in Thailand has mainly been available in pasteurized formats that require cold-chain distribution and have shorter shelf life. Benefitt High Protein UHT Milk overcomes these limitations through aseptic processing and packaging, allowing consumers to enjoy high protein nutrition in an ambient, ready-to-drink format that fits easily into daily routines.

Made of high-quality ingredients, the product provides 31 grams of protein per 350 ml serving and is formulated to offer a smooth, low-viscosity texture that is easy to drink. It contains no added sugar and is suitable for a wide range of consumers including those seeking convenient meal replacements, office workers looking for nutritious options, and health-conscious individuals focused on protein intake.

The product is filled on an SIG Small 24 Aseptic filling machine, which supports 16 packaging options in terms of formats, volumes and openings combined with unmatched quick volume and format changeovers. This flexibility enables beverage producers to introduce new formats without additional investment in new filling equipment. For Lactasoy, the solution offered the agility to expand into a new category with an ambient, ready-to-drink high-protein beverage.

"Our goal with Benefitt is to make high-protein milk accessible, convenient and enjoyable for consumers across Thailand. The UHT format allows us to deliver high nutritional value without the need for refrigeration, and the SIG packaging gives us a solution that is easy to carry, easy to drink and suitable for nationwide distribution", said **Phanwana Mahasup, Advertising Manager and Marketing Coordinator for Benefitt at Lactasoy.**

"This launch shows how flexible aseptic filling technology can open new opportunities and help customers innovate and expand into new categories efficiently. By working closely with Lactasoy, we've supported the successful introduction of a high-protein UHT milk that reflects both evolving consumer needs and market growth potential," said **Vatcharapong Ungsrisawasdi, Regional Director for Thailand, Laos, Myanmar, and Cambodia at SIG**.

The introduction of Benefitt High Protein UHT Milk represents a new step forward for Thailand's beverage market. By combining nutritional innovation with ambient UHT technology, Lactasoy and SIG are helping create new opportunities in the growing high-protein segment.

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 Lactasoy

Lactasoy is a leading Thai manufacturer of high-quality soymilk, trusted by consumers for its rich taste and consistent nutritional value. Since its beginnings in 1981, Lactasoy has specialized in carefully selecting non-GMO soybeans and applying rigorous quality control across every step of production, from sourcing to packaging. Today, Lactasoy offers a wide range of soymilk products tailored to diverse lifestyles and age groups, and exports to markets around the world. With a strong commitment to food safety, innovation, and sustainable growth, Lactasoy continues to provide nutritious, plant-based beverages that support the well-being of consumers in Thailand and beyond.

About Benefitt

Benefitt is a high-protein UHT milk brand created for a new generation of health-conscious consumers. Each product is lactose-free, contains no added cane sugar, and is fortified with BCAAs, vitamins B2 and B12, and high levels of calcium and phosphorus. Benefitt is committed to delivering protein-rich beverages that are easy to drink, taste great, and can be enjoyed anytime, anywhere. With a strong focus on nutritional value, Benefitt leverages modern, hygienic, and safe production processes, combined with aseptic packaging that helps preserve product quality. All products are manufactured under Lactasoy's trusted and certified production standards.

Picture caption:
Benefitt partners with SIG to launch Thailand's first high-protein UHT milk in advanced aseptic cartons that are easy to store with no refrigeration needed. Smooth and easy to drink, each 350 ml pack delivers 31g of protein, is lactose-free, contains no added cane sugar, and is convenient to take anywhere. It's designed for a new generation that demands health, convenience, and environmental responsibility in one carton. Benefitt is now available at 7-Eleven stores nationwide.

Photo: Benefitt

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