

Press release

2026-03-18



SIG and Oobli announce strategic partnership to advance protein-sweetened beverages in aseptic packaging solutions

SIG and Oobli have formed a strategic partnership to showcase integrated, reduced-sugar beverage concepts to market. By combining Oobli's sweet protein technology with SIG's advanced aseptic filling expertise and diverse packaging options, the collaboration aims to deliver long shelf-life beverages that taste delicious and don't require refrigeration.

What this collaboration brings:

- Proven combined capability: Oobli's sweet protein technology enables significant sugar reduction without compromising taste, using plant-based proteins to deliver nutrition labels that align with consumer demand for healthier options.

- Shelf-stable, preservative-free solutions: SIG’s aseptic packaging allows long shelf life at ambient temperatures, supporting broad distribution and reduced supply-chain constraints without the need for refrigeration.
- Flexible formats and rapid development: SIG’s filling capabilities accommodate multiple packaging formats and volumes, backed by global innovation centers that provide access to equipment, expertise, and testing resources for product development.

Context and ecosystem

The partnership was formed at MISTA, the San Francisco–based global food innovation platform that connects companies across food, ingredients, and technology to address industry challenges. Both SIG and Oobli participate as active MISTA members, reinforcing their commitment to collaborative innovation in the beverage space.

Ali Wing, CEO of Oobli: “Today’s consumers expect beverages that deliver both taste and health benefits. Our collaboration with SIG couples sweet-protein technology with proven filling and packaging capabilities, supporting the launch of reduced-sugar beverages that can reach consumers across price tiers and channels.”

Norman Gierow, Director Global Customer Marketing at SIG: “This collaboration with Oobli reinforces SIG’s position at the intersection of taste, health, and convenience. By pairing our aseptic filling systems and packaging versatility with Oobli’s sweetness technology, we are enabling manufacturers to bring healthier beverages to market quickly and reliably, with broad distribution potential.”

The collaboration focuses on product concepts that demonstrate reduced sugar content, natural-protein-based sweetness, and shelf-stable formulation, while maintaining consumer appeal and brand integrity.

The partners are pursuing joint development projects, pilot runs, and consumer testing to validate performance, flavor, and shelf life across key markets.

About Oobli

Oobli is the pioneering sweet protein technology platform company focused on delivering tastier, reduced-sugar solutions across food and beverages. Sweet proteins have no glycemic impact or effect on the gut microbiome. Produced via fermentation, Oobli sweet proteins are both cost-effective as a sweetener replacement and climate friendly, saving massive amounts of land, water and carbon compared to farmed sugarcane. Through proprietary protein technologies and collaborations with leading brands, Oobli aims to redefine sweetness while supporting healthier, accessible consumer choices. For more information, visit www.oobli.com.

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 9,700 employees worldwide enable us to respond quickly and

effectively to the needs of our customers in over 100 countries. In 2025, SIG produced around 54 billion packs and generated €3.2 billion in revenue. SIG 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

Picture caption:

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Photo: SIG

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