

## Press release

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# SIG and Meliha collaborate on Suhoor drink developed at SIG's Customer Experience Hub in Dubai to support communities during Ramadan

SIG has collaborated with UAE-based dairy company Meliha Dairy, a premium organic dairy brand produced by the Sharjah Agriculture and Livestock Production Establishment (Ektifa), to create a special Organic Suhoor Drink at SIG's Customer Experience Hub in Dubai, distributed during the holy month of Ramadan to support communities across the UAE.

Inspired by the Suhoor occasion, the two companies worked together to create a nutritious drink made with Meliha's organic milk, oats and dates, designed to help sustain energy during fasting hours in a convenient SIG Smile 200ml carton pack. Approximately 4,000 packs were distributed in labor camps across the UAE, supporting workers during the fasting period.

The product was created, developed and test-filled at SIG's Customer Experience Hub in Dubai, where product innovations move seamlessly from insight and ideation to prototype and pilot production. Designed as a collaborative innovation space, the hub enables SIG and its customers to explore new concepts, experiment with recipes and rapidly transform ideas into tangible products.

Working closely together, the SIG and Meliha teams combined their shared expertise to bring this purposeful innovation to life in record time, turning the concept into a finished product within a short timeframe.

“This initiative highlights how collaboration with our customers can translate ideas into meaningful impact,” said **Niall Hoey, Director of Markets – MEA at SIG**. “Our SIG Customer Experience Hub in Dubai enables us to work side by side with partners like Meliha to rapidly develop new concepts, test them under real production conditions and bring them to life in a way that responds to both market needs and community values.”

**Leadership Commentary at EKTIFA - Meliha:** “At Meliha, we believe that clean food begins at the source and extends to every individual we serve. This collaboration with SIG reflects our commitment to transforming organic production into real community impact especially during Ramadan. It is about delivering nourishment with purpose, rooted in sustainability, innovation, and care.”

Through projects like this, SIG continues to demonstrate how its innovative capabilities support customers in developing differentiated products while responding to cultural moments, consumer needs and community initiatives.

#### **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](http://www.sig.biz)

#### **About Ektifa**

EKTIFA (Sharjah Agriculture and Livestock Production Establishment) is a leading government entity dedicated to advancing sustainable agriculture and food security in the UAE. Through its integrated ecosystem including Meliha Dairy, Fili Poultry, Saba Sanabel, and Gheras EKTIFA delivers high quality, organic, and locally produced food by combining advanced technology with environmentally responsible practices. At the heart of this transformation is Meliha Dairy, home to the world's largest single site A2A2

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dairy herd, recognized by Guinness World Records. The farm operates using advanced technologies and sustainable practices, delivering high quality organic dairy products with care, efficiency, and environmental responsibility. For more details, visit – [www.ektifa.ae](http://www.ektifa.ae)

**Picture caption:**

SIG has collaborated with UAE-based dairy company Meliha Dairy to create a special Organic Suhoor Drink at SIG's Customer Experience Hub in Dubai, distributed during the holy month of Ramadan to support communities across the UAE.

**Photo: SIG**

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