

Press release

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Promoting food diversity

Asahi Group Japan pioneers first yeast-based LIKE MILK in Japan using SIG's flexible aseptic carton filling technology

Asahi Group Japan has launched LIKE MILK, the country's first yeast-based beverage with milk-like characteristics. The product is packaged in SIG SmallBloc aseptic cartons and filled using the SIG Small 12 Aseptic filling machine, a high-output, flexible filling solution from SIG. LIKE MILK is currently in test sales in selected Japanese supermarkets and e-commerce channels, with plans to expand distribution by 2026. The launch is marking a first step of the partnership between Asahi Group Japan and SIG.

Filled by co-packer Mori Milk, the debut of LIKE MILK represents Asahi's first commercial product in partnership with SIG. "Through LIKE MILK, we aim to help realize a society that embraces food diversity, where everyone can freely enjoy food regardless of physical conditions such as allergies, ethical beliefs, or preferences for non-dairy or health-conscious choices. Unlike traditional dairy alternatives made from soy, oats, or nuts, LIKE MILK is yeast-based and developed using Asahi Group's proprietary yeast technology. The result is a beverage containing levels of protein and calcium comparable to cow milk, yet free from milk components and the 28 specified allergenic ingredients. This makes it ideal for health-conscious consumers and people dealing with dietary restrictions," said **Tomohiro Hata, Senior Manager, Future Creation Headquarters Department at Asahi Group Japan**.

"Our LIKE MILK product was brought to market quickly and with the highest quality thanks to SIG's flexible filling technology and co-packing network. As consumer demands continue to diversify, including growing health consciousness and sustainability awareness, agility in product development and packaging has become critically important."

Central to the launch is the SIG Small 12 Aseptic – a highly flexible filling machine capable of supporting two carton formats, SIG SmallBloc and SIG SmallFit, and handling up to 16 aseptic carton variants, including various volumes plus closure and straw solutions on a single filling system. With an output of 12,000 packs per hour, the filling line enables beverage manufacturers to accelerate product development, speed up time-to-market, and respond quickly to consumer trends. Its ability to switch between volumes and formats in just a few minutes while maintaining high output enables brands to keep pace with consumer preferences and reduce time-to-market.

"LIKE MILK is a perfect example of how to leverage the flexibility and speed that our filling technology provides," said **Angela Lu, President & General Manager, Asia Pacific at SIG**. "The SIG Small 12 Aseptic offers brands such as Asahi the flexibility to prototype new ideas and commercialize them quickly and at scale. This launch showcases how SIG packaging and filling technology can unlock entirely new product categories in competitive markets." As Japanese consumer demand continues to diversify, manufacturers are turning to partners like SIG to streamline production and support rapid innovation.

With the launch of LIKE MILK, Asahi Group Japan and SIG are demonstrating agile, purpose-driven beverage development in convenient packaging solutions, driven by real-world needs.

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 Asahi Group Japan

At Asahi Group Japan, we are dedicated to creating new value and building a sustainable future, one that will be recognized and appreciated for generations to come. By bringing together our diverse businesses – Asahi Breweries, Asahi Soft Drinks, and Asahi Group Foods – we unlock new synergies through our One Asahi approach and strive to deliver even more inspiring experiences to our customers. For more information, visit <https://www.asahigroup-japan.co.jp/en/>

About Dai Nippon Printing Co., Ltd. (DNP) Group

Leveraging its printing and information (P&I) technology, DNP has expanded its business from magazines and books printing to the fields of packaging, decorative materials, electronics components, mobility and healthcare science. We will contribute to a sustainable, better society and more enjoyable lifestyles, while solving social issues and creating future standards in consumers' daily lives, both in Japan and overseas. For more information, please visit <https://www.global.dnp/>

DNP conducts sales and maintenance management in Japan of "liquid paper containers for beverages and food" (packaging) developed by SIG and SIG aseptic filling systems (system) used for filling and packaging the contents of these containers. A 50-50 joint venture between DNP and SIG is responsible for supporting the introduction of SIG's unique package to the Japanese market.

Picture caption:

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Photo: Asahi

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