

## Press release

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SIG provides Mupy with packaging for better

## Brazil: SIG is Mupy's partner of choice to achieve ambitious growth target

Mupy, a reference brand for soy drinks with fruit juice, and SIG, a leading solutions provider of packaging for better, recently signed a partnership for SIG to provide carton packs and filling services to Mupy via a copacker.

Mupy is projecting growth for the coming years and packaging solutions from SIG will play an integral part in achieving their target of doubling turnover by 2025. Mupy, under the new management of Alexandre Moreno, had revenues of 115 million reais and produced 11.7 million liters of soy drinks with fruit juice in 2023.

In order to achieve future growth with soy and juice beverages, Mupy relies on the high speed and flexible filling machines from SIG. The efficiency rate in the production process is very high,

with a waste rate of just 0.5%. In addition, SIG's filling machines provide maximum flexibility and make it possible to fill products of different categories and viscosities in different volume sizes on one and the same filling machine.

Mupy offers its soy and juice drinks in the flavors grape, pineapple, apple, passion fruit, strawberry, orange, and peach in two SIG carton formats: SIG MiniBloc 200 ml and SIG MidiBloc 1,000 ml.

The combination of juice and soy milk allows Mupy to diversify its product offerings within the juice or plant-based drinks category, catering to a health-conscious market while at the same time tapping into the growing demand for plant-based alternatives, thereby enhancing market competitiveness and meeting the evolving preferences of consumers.

The South American market for plant-based products has been growing in recent years, according to The Good Food Institute Brazil (GFI). The plant-based drinks market grew by 15% in 2022 and is expected to have an average annual expansion of almost 12% by 2027. According to data from Bloomberg Intelligence, Brazil is the largest consumer of plant-based foods in Latin America, followed by Mexico, Chile and Argentina.

Today's consumers are seeking more balanced and nutritious beverage options. The beverage blend of soy and juice offers a unique fusion of fruity flavors from the juice, the creamy texture of soy milk and notable health benefits of soy. Soy is a rich source of plant-based protein, making the beverage an excellent option for individuals looking to increase protein intake. Additionally, soy contains essential amino acids, fiber, and various vitamins and minerals, contributing for instance to immune health. The combination of the nutritional advantages of soy reinforces the appeal of the juice for both health-conscious consumers and producers aiming to offer a wholesome beverage option.

**Renata Kasahara, Head of Marketing America South at SIG:** "With our agile and flexible filling system, customers are well positioned to respond efficiently to any trend that is shaping the market."

Consumer demand for plant-based products has been driven by the search for a healthier diet and products that are more sustainable. "Carton packaging is among the most sustainable packaging options. 75% of its composition is paperboard from renewable sources and at SIG, 100% of the paperboard we source is FSC™-certified. All of the aluminum we purchase for SIG aseptic carton packs is certified against the Aluminium Stewardship Initiative Standards and we produce all our cartons with 100% renewable electricity. In other words, opting for SIG means responsibly sourced and sustainably produced packaging to meet the demands of Mupy's consumers", Renata adds.

With success in 2023, Mupy's ambitions for the coming years are high. Alexandre Moreno, the company's CEO, is optimistic about 2024: "In 2023 we grew by more than 22% compared to 2022 and our plan is to double our turnover by 2025. For this, the partnership between Mupy and SIG is fundamental."

#### **About SIG**

SIG (FSC™ trademark license code: FSC™ C020428) 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 versatile packaging systems and solutions for innovative products and smart operations, all to address the ever-changing needs of consumers. Sustainability is integral to our business and guides us on our journey to create packaging for better – packaging that gives more to people and the planet than it takes out.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and is listed on the SIX Swiss Exchange. The skills and experience of our approximately 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2022, SIG produced 49 billion packs and generated €3.1 billion in pro forma revenue (incl. unaudited revenue from recent acquisitions). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit our [website](#).

For insights into trends that drive the food and beverage industry, visit the [SIG blog](#)

### **About Mupy**

In 1977, the Uchinaka family of Japanese immigrants founded Agro Nippo, the group that owns Mupy and the Asian products distributor Hyde Alimentos. The business began with the production and sale of bean sprouts known as Moyashi. Hideyo Uchinaka, 74, set up the business with his father and is still with the company today. They were both aware of the success of soy-based drinks in the Japanese community and decided to develop the product. At the time, the drink was sold in glass bottles and the brand was called Mamy. Two years later, with the addition of fruit juice, the Mupy brand was created and the traditional sachet packaging was developed for individual consumption. As part of the restructuring strategy, the company formalized its Board of Directors, not only with the participation of the partners, but also with the presence of a professional advisor.

### **Picture caption:**

SIG is Mupy's new partner for growth in the Brazilian market. Mupy offers its soy and juice drinks in the flavors grape, pineapple, apple, passion fruit, strawberry, orange, and peach in two SIG carton formats: SIG MiniBloc 200 ml and SIG MidiBloc 1,000 ml.

**Photo: SIG**

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