

Press release

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Innovation in every sip

SIG Drinksplus enables TH true MILK's launch of UHT chocomalt snack drinks with oats or nata de coco in aseptic cartons

TH true MILK, a major player and innovator in Vietnam's dairy and beverage sector, continues to expand its product offering with the launch of two new snack drinks for children: Chocomalt with hearty oats or chewy nata de coco – both offering a fun and nutritious snacking experience in a convenient aseptic carton. This marks TH true MILK's expansion of its dairy portfolio, made possible with the SIG Drinksplus technology.

Riding on the success of its previous snack drink launch, TH true MILK LIGHT MEAL, a nutritious blend of milk, oat flakes, and nuts, TH true MILK continues to innovate. The new chocomalt snack drinks not only cater to Vietnamese consumers' growing appetite for healthy indulgence but also leverages a technology that allows filling of beverages with real, perceptible pieces of grains, fruit, vegetables, nuts or jelly into aseptic cartons using SIG's standard aseptic carton filling machines for beverages.

The new products combine chocomalt, a blend of natural barley and cacao extract, with either chewy nata de coco or hearty rolled oats, and delivers a unique multi-sensory drinking experience. Consumers can enjoy the texture and taste of wholesome ingredients ready-to-drink in a convenient packaging solution.



“At TH true MILK, innovation means delivering more than just flavor – we deliver experiences,” said **Mr. Phuong Nguyen, Marketing Manager at TH true MILK**. “Thanks to the SIG Drinksplus technology, we’re able to offer something truly groundbreaking for Vietnam. The

new chocomalt snack drinks are indulgent, nourishing, and it's perfect for on the go."

The proven SIG Drinksplus technology empowers beverage manufacturers to aseptically fill carton packs with beverages containing up to 10% particulate content using standard SIG filling machines for beverages. All it needs is an easy-to-install 'SIG Drinksplus upgrade kit'. The bits, adding extra value to the beverages, can be up to six millimeters in length and width. The drinking straws for those products can be up to eight millimeters in diameter and make drinking the products easy and fun. SIG Drinksplus opens the door to brand new products and categories, helping f&b companies to meet new consumer trends and address new consumer segments and consumption occasions.

The cornerstone of the technology is SIG's advantageous sleeve system where each carton sleeve is individually shaped, filled and ultrasonically sealed above the filling level and not through the product – providing aseptic safety of the product.

"SIG Drinksplus is more than just a technology – it's paving the way for product innovation," **said Kha Vo Xuan Minh, Country Manager Vietnam at SIG**. "By enabling our customers to add value pieces to beverages using their already installed standard SIG carton filling machines for beverages we're not only helping them tap into emerging consumer trends, but we're also boosting what's possible in the world of aseptic packaging."

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

Picture caption:

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Photo: SIG/TH true MILK

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