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FIRST LOCALLY PRODUCED WHITE CHEESE PACKAGED IN
ASEPTIC CARTON PACKS

Baladna launches white cheese innovation in aseptic carton packs in Qatar, with unique filling technology from SIG

Baladna, the leading dairy and beverage producer in Qatar, announces that it has, in partnership with packaging solutions provider SIG, added white cheese to its growing product portfolio. The new offering is the first locally produced white cheese in Qatar packaged in aseptic carton packs.

With this innovative product launch, Baladna and SIG are expanding their partnership. Baladna has opted for filling technology from SIG and has installed an additional CFA 312 filling machine to fill products in SIG's combibloc Slimline carton packs. This filling machine can fill a total of four different volume sizes, and Baladna benefits from its flexibility to also fill juice and dairy products in 1,000 ml carton packs, in addition to the white cheese in 500 ml carton packs.

A speciality of the process is that soft and spreadable cheese is initially filled into the carton pack as a liquid, which then coagulates inside the carton pack after all the other ingredients have been added. The necessary enzymes are mixed into the liquid cheese in a mobile mixing and dosing unit shortly before the filling process. From this unit the cheese is filled into the carton packs on SIG filling machines. The white cheese, mild in taste and flavour, gains its characteristic firm consistency only after this coagulation process has taken place.

The mobile unit at Baladna is compatible with SIG's CFA 312 filling machine, and this unit is attached to the filling machine externally. The filling unit of the SIG filling machine is not involved in the cheese filling process and can also be used to aseptically fill other dairy products and juices. Existing installations can be retrofitted with this external equipment.

Abdelghany Eladib, President and General Manager Middle East and Africa at SIG, commented: "Locally produced white cheese in carton packs is a first for the Qatari market. Previously, white cheese was imported from neighbouring countries and mainly available here in plastic packaging. We are very proud to continue our partnership with Baladna with this exciting innovation."

Malcolm Jordan, CEO of Baladna, said: "Our investment in innovation and close partnership with SIG continues to deliver excellent value for our consumers. We're proud to offer locally produced white cheese in carton packs to the Qatari market, locally filled for the first time. Offering white cheese in aseptic carton packs means differentiation and is another example of our commitment to reducing our carbon footprint, as carton packs are a more sustainable choice."

Baladna Farms spreads over an area of 2 million square metres, with a capacity to house 24,000 cows. Baladna now has over 250 SKUs across fresh milk, yoghurt, laban, long-life milk, cheese, labneh, fresh cream, desserts, ghee, and juices.

About SIG

SIG is a leading packaging solutions provider for a more sustainable 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 are going Way Beyond Good to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. 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. Scholle IPN and Evergreen Asia unaudited revenue). SIG has an AA ESG rating

by MSCI, a 13.4 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit www.sig.biz

For insights into trends that drive the food and beverage industry, visit our SIGnals blog: <https://www.sig.biz/signals/en>

About Baladna

Driven by Excellence and High-Quality Standard Products, Baladna is a trusted Milk, Dairy, Juice and Food brand in Qatar. Committed to bringing fresh and nutritious food choices to its consumers, the brand has progressive product research and innovation, aiming towards a healthier and more sustainable future. Baladna Farm is located in Al Khor, Qatar spanning across an expansive 2.6 million sqm. of land, where Baladna houses over 24,000 Holstein Cows. The farm is open to the public and features the region's most advanced rotary milking parlor, a restaurant, a carefully-manicured garden, a children's play area, and a petting zoo. Since the blockade in June 2017, Baladna Food Industries has grown to be Qatar's largest locally owned food and dairy supplier achieving 100% self sufficiency in milk and dairy. Today, Baladna has over 250 SKUs in Milk, Dairy and Juices.

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PICTURE CAPTION:

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Photo: SIG

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