

## PRESS RELEASE

### Tetra Pak Recommences its Alternative Milk Campaign, Promoting Delicious, Nutritious Choices for Thai Consumers

**Bangkok, Thailand (27 June 2024):** Tetra Pak, a world-leading processing and packaging solutions company, has relaunched “**Good Taste, Great Health, the Alternative Milk for You!**” — a plant-based milk campaign to promote almond, oat, pistachio, and macadamia milk to meet the growing demand for plant-based milk consumption in Thailand. Moreover, Tetra Pak aims to showcase its commitment to safe and sustainable packaging solutions that cater to producers' and consumers' needs.

The domestic market for plant-based milk is expanding rapidly. A report from NielsenIQ reveals that the market value of plant-based milk (excluding soy) in Thailand has reached approximately 1,400 million THB in 2023, representing 41% growth from the previous year. Alternative milk, (excluding soy), now contributes approximately 9% to the total plant-based milk market in Thailand<sup>1</sup>. These findings prove that plant-based milk is gaining more popularity and acceptance among the Thai consumers.

The '**Good Taste, Great Health, the Alternative Milk for You!**' campaign, in collaboration with eight leading brands namely 137 Degrees, Almond Breeze, Glico Almond Koka, Goodmate, Alpro, UFC Velvet, Sunkist, and Wholly Nuts, will showcase alternative milk unique flavours, textures, versatility in nutritional benefits and in various foods and beverages by highlighting four alternative milks:

1. **Almond Milk** – Contains high vitamin E, B6, and C, zinc, calcium, and magnesium.<sup>2</sup>
2. **Oat Milk** – Contains high fibre and beta-glucan, a type of soluble fibre as well as vitamin B2 (riboflavin) and B12.<sup>3</sup>
3. **Pistachio Milk** – Contains high monounsaturated fats and antioxidants as well as potassium, phosphorus, vitamin B6, vitamin B2, copper and manganese.<sup>4</sup>
4. **Macadamia milk** – Contains palmitoleic acid (omega 7), omega 3, omega 6 fatty acids, monounsaturated fats, vitamin B1, magnesium, and manganese.<sup>5</sup>

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<sup>1</sup> NielsenIQ (Y2023)

<sup>2</sup> Valeii, K. (2024) *Is almond milk good for you? nutrition, health benefits, and more*, Very Well Health. Available at: <https://www.verywellhealth.com/is-almond-milk-good-for-you-8418082>

<sup>3</sup> Walle, G.V.D. (2023) *Oat milk: How to make it, plus nutrition and benefits*, Healthline. Available at: <https://www.healthline.com/nutrition/oat-milk#nutrition>

<sup>4</sup> Singh, M. (2024) *10 Health Benefits of Consuming Pistachio Milk*, Doctor NDTV. Available at: <https://doctor.ndtv.com/nutrition/10-health-benefits-of-consuming-pistachio-milk-5129003>

<sup>5</sup> Aliana, P. (2019) *10 Health and Nutrition Benefits of Macadamia Nuts*, Healthline.com. Available at: <https://www.healthline.com/nutrition/macadamia-nuts>

**Sutthinun Taechathayanon, Marketing Manager at Tetra Pak (Thailand) Limited said:** “These four alternative milks are produced using Tetra Pak’s leading Ultra High Temperature (UHT) processing system which helps to preserve the nutritional benefits, product taste, and quality of the ingredients without any preservatives and refrigeration throughout its shelf life. They are also packed using Tetra Pak’s aseptic packaging solutions that are designed in convenient ready-to-drink beverage cartons meant for the rising on-the-go Thai consumers.”

Tetra Pak beverage cartons are fully recyclable and, on average, made from more than 70% renewable material sourced through FSC™ certified forests and other controlled sources. This campaign in addition could also raise the awareness about these benefits, helping consumers make informed choices regarding their packaging options.

In 2023, The first iteration of Tetra Pak’s 'Good Taste, Great Health, the Alternative Milk for You!' achieved significant milestone, with more than 7,000 plant-based milk samples served to tasters during on-ground activities and received highly positive feedback from urban Thai consumers, leading to its continuation with the Season II campaign, with more activities conducted in various types of platforms both online and on-ground.

"Our first plant-based milk campaign has been successful thanks to strong partnerships with brands in Thailand and the growing acceptance and enthusiasm for plant-based milks among Thai consumers. Tetra Pak will continue to play our part to support brands and food and beverage producers in making food safe and available everywhere. As such, we are excited to continue this journey with Season II and support the growing adoption of healthy and sustainable plant-based milk so that it can become more than just an alternative, but a primary healthy choice for Thai people," said Taechathayanon.

The '**Good Taste, Great Health, the Alternative Milk for You!**' Season II will incorporate numbers of different activities including:

- **The Alternative Milk Cafe Roadshow:** Consumer can taste and enjoy the four types of plant-based milk from eight partner brands with sample beverages and special drinks made by baristas using four types of plant-based milk.
- **“Alternative Milk for You” Quiz:** Consumers can participate in an interactive quiz titled “What Kind of Discerning Person Are You?” that will recommend plant-based milk products that suit their lifestyles from the eight partner brands.
- **Influencer Partnerships:** Collaborations with macro influencers and key opinion consumers to share their passion for plant-based milk and their favourite plant-based milk brands.

Follow the details of the 'Good Taste, Great Health, the Alternative Milk for You!' Season II campaign on the [Tetra Pak Thailand Facebook fan page](#) and the eight partner brands' social media pages.

For more information on food and beverage processing and packaging solutions from Tetra Pak, visit <https://www.tetrapak.com/en-th/>

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## **ABOUT TETRA PAK**

Tetra Pak is a world leading food processing and packaging solutions company. Working with our customers and suppliers, we provide access to safe, nutritious food for hundreds of millions of people in more than 160 countries every day.

With over 24,000 employees worldwide, we commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at [www.tetrapak.com/th](http://www.tetrapak.com/th).

## **MEDIA CONTACTS**

### **Tetra Pak (Thailand) Limited**

Tapanee Junhom

Head of Communications

Tel. +662-018-3000

[Tapanee.junhom@tetrapak.com](mailto:Tapanee.junhom@tetrapak.com)

### **Agency Communications Contact (Vero)**

Nitikarn Ladasathean

Media Relations Director

Tel. +668-1877-7674

[Nitikarn@vero-asean.com](mailto:Nitikarn@vero-asean.com)