



Press Release

For Immediate Release

Greenfields Milk Sponsors Coffee Competitions at Food&HotelAsia 2014

Barista Challenge 2014 and Latte Art Challenge 2014 to Showcase Talent and Passion for Coffee Excellence Courtesy of Greenfields Milk

Singapore, 16 April 2014 – Greenfields Milk is the proud sponsor for the Barista Challenge 2014 and Latte Art Challenge 2014 being held during Food&HotelAsia (FHA) 2014, concluding on 11 April, 2014. As the official milk sponsor for both these challenges, Greenfields Milk will be supplying fresh milk to be used during the respective competitions.

“Through this year’s challenges, Greenfields Milk is supporting the spirit of competition amongst baristas in the region “said Jan Gert Vistisen, Head of Sales and Marketing, AustAsia Food Pte Ltd. “Both challenges will showcase the outstanding knowledge, skills and artistry of the participating baristas with our milk being an integral component in the mix.”

As part of the Barista Challenge, qualified national champions from countries around Asia Pacific will compete to serve twelve drinks in fifteen minutes, one beverage from each of the three categories of drinks, namely espresso, cappuccino and a signature drink.

For this year’s Latte Art Challenge, baristas will prepare free pour macchiatos and lattes using the various equipment and ingredients provided, including Greenfields Milk.

To ensure their product is delivered to consumers as fresh as possible, Greenfields Milk undergoes a single-pasteurisation process and is sealed directly at its farm located in East Java, Indonesia. In keeping with the company's promise to produce ‘Honest Milk’, Greenfields Milk is always completely free of milk solids, additives, preservatives and hormones.

“We are delighted to serve as the official milk sponsor for both challenges to support and help promote coffee excellence in Singapore and the region,” added Gert Vistisen. “Our milk is single-pasteurised, sealed right on our integrated farm, and delivered fresh every

time. Greenfields Milk is the perfect complement to the rich and diverse flavours of coffee, and we're excited to see who will emerge as this year's champions."

FHA2014 is the premier trade show synonymous with the food and hospitality industry in Asia and beyond. It will be held from 8 to 11 April, Singapore Expo Halls 1 to 9. There are a total of four competitions running during FHA 2014 including the Barista Challenge 2014 and Latte Art Challenge 2014. The Latte Art Challenge will be held on 10 and 11 April 2014 from 10am to 6pm and 10am to 2pm respectively at the Singapore Expo Hall 5.

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About Greenfields

For over 15 years, Greenfields Milk has provided Southeast Asia with the freshest milk available - and has done it the 'Honest' way. With the knowledge that happy cows make great milk, our state-of-art farm facility in the beautiful highlands of East Java, Malang, Indonesia is home to over 6,000 Holstein cows that are ethically treated and scientifically managed by a team of veterinarians and nutritionists. These happy cows produce an average of 27 million liters of fresh milk a year. Our fully-integrated dairy farm also ensures that Greenfields Milk is delivered faster and fresher, right to your supermarket and your fridge, in keeping with our promise of delivering 'Honest Milk'. Producing 'Honest Milk' is a reflection of the company's promise to provide only the best quality milk that's fresh and completely free of additives, preservatives and hormones. We also have our own brand of mozzarella cheese which is made to a classic Italian recipe and held to the same high standards. We distribute our products all around Southeast Asia, including Cambodia, Hong Kong, Indonesia, Malaysia, Myanmar, Philippines and Singapore. For more information, visit us at www.greenfieldsmilk.com.

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