



FOR IMMEDIATE RELEASE

Greenfields Milk – Delivering milk in Southeast Asia the fresh, fast and ‘Honest’ way

SINGAPORE, 12 November 2013 – Founded in 1997 by a partnership between an Australian and an Indonesian entrepreneur, Greenfields has been distributing milk and dairy products to some of the region’s and world’s leading food services businesses.

Based on the philosophy and ethos of providing the freshest and best quality milk to consumers with no detours or delays, Greenfields is the only dairy farm with an integrated processing and packing facility in Southeast Asia.

To ensure their product is delivered to consumers infused with the highest nutritional value and freshness, Greenfields Milk undergoes a single-pasteurisation process and is sealed directly at its farm located in Indonesia. This means Greenfields Milk spends less time traveling and arrives in Singapore and throughout Southeast Asia fresh every time.

As an effort to raise consumer awareness about the importance of fresh milk, Greenfields’ launched a regional campaign earlier this year entitled ‘Honest Milk’. The ‘Honest Milk’ campaign is a reflection of Greenfields’ promise to produce the best quality milk that’s fresh and completely free of additives, preservatives and hormones.

Among the unique practices that help ensure Greenfields Milk is ‘Honest’ every time are the measures they take to make certain their 6,000 Holstein milking cows are ethically treated and maintained. In particular, Greenfields cows benefit from a team of veterinarians and nutritionists on staff, plenty of rest and beds which are cleaned daily, and a state-of-the-art facility that keeps them cool and comfortable at all times. Altogether, these steps ensure that Greenfields cows are “happy cows” and produce 27 million litres of quality milk a year.

Greenfields Milk maintains a significant following across countries such as Indonesia, Singapore and Hong Kong. It is also a staple ingredient in leading coffee chains and cafes in the region, including Starbucks Singapore.

To celebrate their success in the region and address demands for higher-capacity packaging, Greenfields has recently added a new two-litre bottle to their Fresh Milk and High Calcium Low Fat product lines. Plans are also underway to introduce two-litre packages for the Chocolate Malt and Skimmed varieties. While the new two-litre Greenfields Fresh Milk and High Calcium Low Fat can be found at Giant, Cold Storage and now most of the NTUC FairPrice outlets throughout Singapore, all other varieties and container sizes of Greenfields Milk continue to be available at leading supermarkets and convenient stores across the city-state.

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About Greenfields

Greenfields Milk is your Asian dairy next door. We have produced the freshest milk in our own dairy in the beautiful highlands of Malang, Indonesia since 1997, and we have recently launched our own brand of Mozzarella cheese, made to a classic Italian recipe. We know that happy cows make great milk. Our farm is home to over 6,000 Holstein cows that are ethically treated and scientifically managed to produce an average of 27 million litres of fresh milk a year. Our fully-integrated dairy in Malang also ensures that Greenfields milk and mozzarella cheese is delivered, faster and fresher, right to your supermarket and your fridge. We distribute our produce all around Southeast Asia, including Indonesia, Hong Kong, Singapore and Malaysia, Philippines, Myanmar and Cambodia.

For more information, visit us at www.greenfieldsmilk.com.