



FOR IMMEDIATE RELEASE

Greenfields continues to provide Real Fresh Milk for Singapore's best baristas

SINGAPORE, 14 March 2013 – Greenfields, Asian producer of fresh milk and cheese, is the official milk sponsor of the Singapore National Barista Championship (SNBC) 2013 for the seventh year running.

“We are glad to be the official milk sponsor of the Singapore National Barista Championship 2013, providing our Real Fresh Milk to these excellent baristas as they come together to showcase their talents. Milk is integral in coffee and latte art. Our long-term support towards the Championship is a testament of Greenfields’ commitment towards providing milk of superior quality to leading coffee chains in Singapore’s food service industry. Through events such as these, we believe Singapore’s coffee culture will be brought to a new level of sophistication,” says Greenfields’ Head of Marketing and Sales, Jan Gert Vistisen.

The SNBC, which will be held from 14 to 16 March at Marina Bay Sands, is an annual event where Singapore’s top baristas showcase their talent and compete for the coveted title of National Champion. The winner will also have the opportunity to represent Singapore in the 14th Annual World Barista Championship (WBC) that will be held in Melbourne, Australia in June. The format of the competition requires each contestant to pull four espresso shots, prepare four cappuccinos and four original espresso-based signature beverages in a 15-minute performance set to the music of their choice. Concurrently, Singapore Coffee Association, the organizer of SNBC, will also be holding the Singapore Latte Art Championship.

SNBC will be held in conjunction with the inaugural Café Asia and International Coffee & Tea (ICT) Expo from 14 – 16 March 2013 at Marina Bay Sands.

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About Greenfields

Honest Milk: Greenfields is passionate about the way we make fresh milk – it is milked, single pasteurised and sealed fresh all at our integrated farm itself. With *Honest Milk*, you can be assured that Greenfields milk is free of any additives such as permeate. This milk is also exclusively used to produce our line of fresh mozzarella cheese. At Greenfields, we believe 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 25 million litres of superior quality milk a year. Our location also ensures that Greenfields milk and mozzarella cheese is delivered, faster and fresher, right to your supermarket and your fridge. We



distribute our products all around South East Asia, including Indonesia, Hong Kong, Singapore, Malaysia, Philippines, Myanmar and Vietnam.

To find out more, follow us on www.facebook.com/GreenfieldsMilkSG or visit www.greenfieldsmilk.com.