



**Publication: Factiva**

**Date: 30 Mar 2015**

**URL: <http://factiva.nlb.gov.sg/>**

**Page: 1 of 1**

# FACTIVA

## Greenfields Milk Introduces a New Family-friendly Pack

726 words

30 Mar 2015

ACN Newswire

ACNENG

English

(c) Copyright 2015 ACN Newswire All Rights Reserved.

New pack provides value for money and is ecologically friendly

SINGAPORE, Mar 30, 2015 - (ACN Newswire) - Greenfields Milk has introduced a new value-for-money pack size to their line of fresh milk in Singapore. The new and improved 1.89 litre pack size is a response to the growing demand from customers for a family-sized value pack that promises both freshness and quality.

"This new packaging addresses the growing demand from our customers for a family sized value pack that retains the freshness, nutrients and quality of our Honest milk over a longer period of time," said Jan Vistisen, Head of Sales and Marketing, AustAsia Dairy Group (SEA).

Greenfields Milk has been growing steadily in Singapore with the fresh, quality milk promise of delivering "Honest Milk" from farm to supermarkets in two days without any additives and preservatives proving to be popular with consumers. In keeping with this promise, the new 1.89 litre pack made out of paperboard gable top, not only seals in the nutrients better, but also makes for a handy pack for families to use.

Paperboard Retains Nutrients for a Longer Time

Greenfields Milk's market study showed that Singaporean family units were increasing their consumption of milk as part of their daily diet.

"Consumption patterns and habits are changing in Singapore, especially those of families. We recognised that families in Singapore consume our fresh milk differently and there was a growing need for value packs that were easy to store, handle and re-use for a limited period of time," explained Vistisen.

Using paperboard gable top cartons not only retains freshness but also protects milk better by preventing light rays, oxygen and moisture from reaching the milk that affects plastic bottles. In addition, in comparison to plastic bottles, vitamins and flavours are also retained better in a paperboard carton as the milk stays fresh for a longer time.

Environmentally-friendly practices

Through efforts in production, farm management and packaging, Greenfields Milk also hopes to raise its efforts to make the environment a greener place for all. Unlike the plastic bottles, the new paperboard gable top carton is made of a renewable resource which minimises Greenfields Milk's carbon footprint.

Founded in 1997, Greenfields Milk has been distributing milk and dairy products to discerning consumers throughout Southeast Asia and some of the world's leading food services businesses. Greenfields Milk is a staple ingredient in leading coffee chains and cafes in the region, including Starbucks Singapore.

In addition to their one litre (1L) line of Fresh Milk, Low Fat Milk with natural calcium, Skimmed Milk with natural calcium and Chocolate Malt packets, Greenfields Milk added the 1.89 Litre Fresh Milk and the 1.89 Litre Low Fat Milk packets. These can be found at all leading supermarkets and convenience stores across Singapore at a price of \$5.25 each.

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 7,200 Holstein cows that are ethically treated and scientifically managed by a team of veterinarians and nutritionists. These happy cows produce an average of more 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 Hong Kong, Indonesia, Malaysia, Philippines and Singapore. For more information, visit us at <http://www.greenfieldsmilk.com>.