

## PRESS RELEASE

# Unlock Growth in F&B industry with Tetra Pak at THAIFEX-Anuga Asia

*Tetra Pak exhibition highlights comprehensive innovation, differentiation, and optimisation capabilities designed to help food and beverage manufacturers thrive amid a rapidly evolving market.*

**Bangkok, Thailand (27 May 2025)** – Tetra Pak, a world-leading food processing and packaging solutions company, invites food and beverage (F&B) leaders to THAIFEX - Anuga Asia 2025, to discover and unlock growth through its end-to-end range of innovative solutions.

Positioned as Asia's most influential platform for food and beverage innovation and industry-defining partnerships, **THAIFEX - Anuga Asia 2025** is an ideal opportunity for F&B manufacturers and brands to discover Tetra Pak growth-enabling solutions that directly address emerging consumer preferences across key categories, particularly in ready-to-drink (RTD) coffee, food supplement nutrition, and shelf-stable food products.

Under the theme “**Unlocking Growth**”, Tetra Pak's exhibition will feature three distinct concepts – **Innovate to Elevate, Differentiate to Stand out, and Optimise for Efficiency**, representing strategic pillars that drive growth in the food and beverage industry.

**The Innovate to Elevate Zone** showcases Tetra Pak's collaborative approach to product development, showing the journey from consumer insights to market-ready innovations. Visitors will experience how proprietary tools like Demand Space and Trendipedia transform opportunities identified into innovative product concepts. The zone also features Tetra Pak's ingredient solutions for on-trend categories with interactive displays demonstrating how Tetra Pak's Customer Innovation Centre (CIC) and Product Development Centre (PDC) serve as enablers that transform these concepts into reality.

Within this zone, the interactive **Tasting Bar** offers visitors first-hand sampling experiences of products developed with Tetra Pak's support, primarily RTD coffee, ready-to-eat food, and food supplement nutrition products, as well as other innovative concepts across various categories.

**The Differentiate to Stand out zone** spotlights Tetra Pak's innovative aseptic carton packaging portfolio, including Tetra Prisma® Aseptic for premium on-the-go beverages and Tetra Recart® for food products that offer advantages such as lighter weight, better convenience, improved environmental performance, and omnichannel retail compatibility. The sustainable packaging portfolio also includes innovative bio-based caps and carton packages made from plant-based materials, enabling brands to elevate consumer experiences while addressing environmental challenges.

**The Optimise for Efficiency zone** highlights Tetra Pak's advanced production technologies and digital solutions that enhance manufacturing processes and product quality. The company's automation and digitalisation systems provide real-time monitoring capabilities, supporting smart, scalable operations while reducing energy consumption and waste during production.

Complementing the exhibition, **Supanat Ratanadib, Marketing Director at Tetra Pak Thailand**, will deliver an exclusive 30-minute presentation at the Future Food Experience+ panel on May 29, 2025, at 11:00 AM. Drawing from Tetra Pak's Trendipedia 2025 report, the session will explore two out of six consumer trends that are reshaping the future of the food and beverage industry: Green by Default and Hyper Convenience. Attendees will also discover how these emerging consumer behaviours can translate into market-ready opportunities for businesses.

“Our region’s food and beverage landscape is transforming, with significant growth opportunities emerging in RTD coffee, functional nutrition, and convenient food categories. Success in this environment requires not just keeping pace with changes but being proactive with them. At Tetra Pak, we combine deep consumer insights with technological expertise to guide our partners through every stage of development—from concept ideation to market execution. We invite all F&B leaders and manufacturers to discover how we can support them to unlock sustainable growth by creating products that satisfy evolving consumer expectations while optimising operational performance,” **said Supanat Ratanadib, Marketing Director at Tetra Pak (Thailand) Limited.**

Tetra Pak's commitment to long-term partnerships is evident in its significant investments in APAC and Thailand's food and beverage ecosystem. The recently launched Customer Innovation Centre (CIC) in Bangkok and its plan to open a Product Development Centre (PDC) in Rayong province in 2026 represent a strategic initiative to support Thailand's position as a leading hub for food and beverage innovation in the region, highlighting its role as the “Kitchen of the World”.

Food and beverage manufacturers, entrepreneurs, retailers, and industry professionals are invited to visit Tetra Pak at Booth 1-UU01, IMPACT Challenger Hall 1, and are encouraged to join Supanat Ratanadib's insightful presentation at the Future Food Experience+ panel on May 29, 2025.

The THAIFEX-Anuga Asia is held from May 27-31, 2025, at IMPACT Challenger Hall 1 in Bangkok, Thailand. For more information about Tetra Pak's participation and event registration, please visit [https://www.tetrapak.com/en-th/campaigns/thaifex?utm\\_source=Pressrelease&utm\\_medium=earnedmedia&utm\\_campaign=25ThaiFex23&utm\\_content=ThaiFex](https://www.tetrapak.com/en-th/campaigns/thaifex?utm_source=Pressrelease&utm_medium=earnedmedia&utm_campaign=25ThaiFex23&utm_content=ThaiFex) .

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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/en-th](http://www.tetrapak.com/en-th).

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