PRESS RELEASE

TETRA PAK SHOWCASES FOOD INNOVATION AND SUSTAINABLE PACKAGING SOLUTIONS FOR THAI PRODUCERS AT SX EXPO 2026

The company highlights opportunities for product innovation and new applications for recycled food and beverage carton materials at the Sweden Pavilion

Bangkok, Thailand, 13 November 2026 – Tetra Pak is showcasing how its food and packaging solutions can help Thai food and beverage producers respond to changing consumer needs, alongside local partnerships that extend the value of carton materials after use. The showcase is part of the Sweden Pavilion at Sustainability Expo (SX Expo) 2026, held from 6-15 November at Queen Sirikit National Convention Center (QSNCC).

Thai consumers consider quality, convenience, sustainability and affordability when making purchasing decisions, according to PwC's 2025 Voice of Consumer Survey[1]. These priorities present important considerations for local producers, particularly in how products are developed, processed and packaged.

Tetra Pak's showcase features examples of how Thai producers use its packaging solutions for different food and beverage products. These include ready-to-eat congee and cream soup with wolffia from the Royal Chitralada Project, packaged in Tetra Recart® for shelf-stable foods, and Mulk and Mulk+ milk products from Chiangmai Freshmilk, packaged in Tetra Rex® Plant-based with Tetra Pak® Craft for chilled beverages.

These examples demonstrate how packaging choices can support different product development priorities, from convenient foods that can be stored at room temperature to the use of renewable materials in chilled beverage packaging.

Alongside these product innovations, Tetra Pak's showcase highlights how recycled materials from food and beverage cartons are used to make other products. Through collaboration with local recycling partners, recovered carton food and beverage cartons are recycled into roofing sheets, fibre cement boards and other products, extending the value of these materials beyond their original use as packaging.

Ratanasiri Tilokskulchai, Managing Director of Tetra Pak (Thailand) Limited, said, "For Thailand's food and beverage industry, long-term competitiveness depends on developing products that meet changing consumer needs while improving the sustainability of production. This requires a holistic approach to product development, processing and packaging, supported by partnerships that enable materials to be collected and recycled after use. Our role is to bring

[1] https://www.pwc.com/th/en/press-room/press-release/2025/press-release-04-09-25-en.html

global expertise together with local producers and partners to turn these priorities into practical opportunities for innovation and growth.”

In Thailand, Tetra Pak supports this through its Customer Innovation Centre (CIC) in Bangkok and Product Development Centre (PDC) in Rayong. These facilities provide consumer insights and product development capabilities to help Thai food and beverage producers explore, test and develop new product concepts that respond to changing consumer preferences and market needs.

Building on its continued participation alongside Swedish companies and Thai partners at SX Expo, Tetra Pak is also contributing to the broader discussion on food innovation and sustainability at the SX Global Forum. Ratanasiri's presentation, "It starts with food: Made with Sweden, shaped with Thailand", explores how packaging choices can contribute to food protection, reduced food loss and material circularity, and how Swedish expertise can support the needs of Thailand’s food industry. The presentation is part of the session "Made with Sweden in Thailand: Sustainability in Practice", organised by the Thai-Swedish Chamber of Commerce (TSCC) and the Embassy of Sweden in Bangkok.

Amelié Jakobsson, Executive Director of Thai-Swedish Chamber of Commerce, Sweden Pavilion, said, "Working with Tetra Pak at SX Expo over the years reflects a shared commitment to strengthening Swedish-Thai cooperation in sustainable business. By bringing companies and local partners together, we aim to connect Swedish expertise with Thailand’s industry needs and create opportunities for collaboration beyond the exhibition. Practical examples in food innovation and carton recycling help make those opportunities tangible."

Visitors can explore Tetra Pak's exhibition at the Sweden Pavilion in the SEP Inspiration Zone on the ground floor of QSNCC until 15 November 2026. More information about Tetra Pak is available at **here.**

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ABOUT TETRA PAK

We’re here to make food safe and available. It’s why we provide advanced food production systems. In collaboration with our customers and suppliers, driven by more than 24,000 dedicated employees worldwide, we protect food sustainably every day for hundreds of millions of people in more than 160 countries. Because we’re here to fulfil a purpose:

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 tetrapak.com.

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