

## PRESS RELEASE

### TETRA PAK LAUNCHES THAILAND'S FIRST RENEWABLE, PLANT-BASED DAIRY PACKAGING WITH CHIANGMAI FRESHMILK

*Chiangmai Freshmilk becomes the first dairy producer in Thailand to use Tetra Rex® Plant-based with Tetra Pak® Craft packaging for its new pasteurised and high-protein milk lines*

**Bangkok, Thailand, 6 August 2026** – Tetra Pak has launched Tetra Rex® Plant-based with Tetra Pak® Craft packaging in Thailand, with Chiangmai Freshmilk becoming the country's first dairy producer to adopt it for its new Mulk pasteurised milk and Mulk+ high-protein milk.

As consumers continue to look for products that combine quality with more responsible choices, packaging is becoming an important part of product innovation. The launch marks a key milestone for Thailand's dairy industry, introducing a packaging option that steps forward in reducing reliance on fossil resources while continuing to deliver the quality, safety, and convenience consumers expect from dairy products.

The packaging uses [Tetra Rex®](#), Tetra Pak's gable-top carton for chilled products, and features the distinctive [Tetra Pak® Craft](#), combining paperboard sourced from [Forest Stewardship Council™ \(FSC™\)](#) certified forests with polymers derived from sugarcane for its protective coatings and twist cap. Its multi-layer structure creates an airtight barrier against moisture and oxygen to lock in fresh milk's taste, quality, and shelf life.

**Mr. Supanat Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited**, said, "We believe the future of food packaging lies in creating greater value across the entire consumer journey. With Tetra Rex® Plant-based and Tetra Pak® Craft, brands no longer need to choose between performance and sustainability. This packaging combines the protection needed for fresh dairy products with renewable material content and a distinctive design that resonates with today's consumers. Our partnership with Chiangmai Freshmilk demonstrates how innovation can help accelerate the transition towards more sustainable packaging solutions in Thailand."

Chiangmai Freshmilk's new product portfolio is designed to meet different consumer needs: Mulk, an everyday pasteurised cow's milk in a 945 ml family pack, and Mulk+, a lactose-free, high-protein milk in a 400 ml format with up to 39 grams of protein per serving, available in Plain, Chocolate, and Honey flavours.

**Ms. Thamol Tipnate, Assistant Managing Director, Chiangmai Freshmilk**, shared, "After decades of serving families across Thailand, every product we introduce is guided by our commitment to care and quality. With Mulk and Mulk+, we wanted to give consumers more choice, from everyday family milk consumption to high-protein nutrition for active lifestyles. Bringing our

products to market in cartons made from renewable materials is a natural extension of our commitment to caring for our consumers, our farmers, and the environment.”

Rooted in Northern Thailand, Chiangmai Freshmilk works closely with local dairy farmers through the Lanna High-Quality Milk Project to help strengthen the dairy value chain, from farm to consumer. Alongside its commitment to delivering quality milk products, the company continues to advance sustainable practices, including the use of renewable energy and plant-based carton packaging, creating shared value for consumers, local communities, and the environment.

Mulk and Mulk+ in Tetra Rex® Plant-based with Tetra Pak® Craft packaging are now available at leading supermarkets and selected retail outlets nationwide, as well as through online channels.

Find out more information on Tetra Rex® Plant-based packages [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](https://tetrapak.com).

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