

NEWS RELEASE

A good match: Doi Kham's Ice Pop natural juice ice lolly in fun and innovative Tetra Pak packaging

Bangkok, Thailand (18 May 2023) — Tetra Pak, a world-leading processing and packaging solutions company, has announced the first launch of its innovative packaging, Tetra Fino[®] Aseptic 100 Ultra MiM in Thailand. This new package allows customers to produce liquid dairy and juice drinks using their existing production processes and market them as ice lollies and frozen products. Such cool and hip packaging shape is appealing to Gen Z consumers and giving a totally new look and feel to the products.

Tetra Fino Aseptic 100 Ultra MiM is an award-winning packaging innovation and recipient of the packaging accolade - the World Star Award in the category of Beverage (Packaging that Saves Food). This package allows dairy and juice drinks to be produced and distributed in small carton pouches at room temperature and subsequently turned into frozen products in shops or a consumer's home. This means beverage producers can tap into the \$72 billion global ice cream market with minimum investment in production equipment without chilled distribution system. This package helps open doors for non-ice cream producers to enter the market.

Doi Kham Food Products Company, Limited, a leading tomato juice maker with a wide range of products, including premium fruit juices, is the first to launch products in this innovative packaging in Thailand. Ice Pop, Doi Kham's new line of natural juice ice lolly, comes in three flavours: Chinese apricot mixed with honey and lime, Strawberry, and Mango, and passion fruit. To enjoy the delicious refreshing taste, consumers simply need to put Ice Pop in the freezer at home until it turns frozen, tear the package open and pop it. The product is already available at Doi Kham stores and on shelves at key supermarkets.

Mr Pipatpong Israsena Na Ayudhya, President and CEO of Doi Kham Food Products Company, Limited, said: "Doi Kham's main mission is to buy produce from local farmers and develop and process agricultural produce into high quality and healthy products such as tomato juice, passion fruit juice, mango juice, lychee juice, strawberry juice, guava juice and more than 200 other items. To purchase more products from farmers and serve consumer needs, this year we are committed to offering new innovative products. With the launch of Ice Pop, we are introducing a new style of natural juice ice lolly that comes in unique packaging, allowing for distribution at room temperature. We are the first and only juice brand that utilises production innovation and packaging of Tetra Fino Aseptic, a world-standard aseptic solution by Tetra Pak, which can maintain the product's quality without using preservatives and without freezing for transportation and storage".

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With a long shelf life, ice lollies packaged in Tetra Fino Aseptic can reach a broader geographic market; they can be sold ambient or frozen without refrigerated transportation and storage. This package helps producers provide a solution that will suit the need for in-home and on-the-go consumption of ice cream. The package is easy to hold and consume with minimal spillage. The tear-off tab is hygienic, robust and easy to open. Thanks to Tetra Pak's aseptic technology, the product quality is protected against light and oxygen for long periods.

Ms Ratanasiri Tilokskulchai, Managing Director, Tetra Pak (Thailand) Limited, said: "We are proud to be selected by Doi Kham as co-creators of this product. Innovation is at the core of our operations. This latest solution opens up new opportunities for brands in the Thai market by making it possible for ice lolly to be produced and distributed at room temperature without needing specialist equipment. Considering Thailand is in the top four countries in Asia Pacific for ice cream consumption, this is a significant opportunity. This exemplifies our commitment to developing technology that responds to the needs of our customers."

With a pre-applied opening using Micro Injection Moulding technology, the Tetra Fino Aseptic 100 Ultra MiM package can be opened entirely by pulling the tab, making it easy to enjoy frozen products. Tetra Fino Aseptic 100 Ultra MiM, like other Tetra Pak packages, is primarily made out of paper which is sourced from responsibly managed forests certified by FSC™, and is recyclable, making it good not only for consumers but also for the environment.

For more information on Tetra Fino Aseptic 100 Ultra MiM, visit:
<https://www.tetrapak.com/solutions/packaging/packages/tetra-fino-aseptic>

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ABOUT TETRA PAK

Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our promise, "PROTECTS WHAT'S GOOD™," reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com/th

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