



PRESS RELEASE

‘Protects What’s Good with Tetra Pak’ Event

A fun occasion to raise awareness on food safety and UHT milk products in Myanmar

Bangkok, 11 March 2019 – Tetra Pak, the world’s leading food processing and packaging solutions company, has launched ‘Protects What’s Good’ campaign in Myanmar to raise awareness about the importance of food safety and to promote Ultra High Temperature (UHT) milk products in carton packaging in the country. The campaign is an initiative orchestrated under the supervision of Tetra Pak Thailand. As part of the campaign, ‘Protects What’s Good with Tetra Pak’ event took place at the Myanmar Culture Valley (People’s Park) and engaged consumers through talks, games, entertainment and exciting family activities.

The day started with a remarkable speech of Dr. Min Won, Director of Food and Drug Administration, Yangon on ‘Importance of Food Safety’, followed by a panel discussion by the renowned doctor and singer Chit Thu Wai, one of the main faces of Tetra Pak’s ‘Protects What’s Good’ campaign; the nutrition specialist Dr. Win Win Myint; and Tetra Pak Myanmar Key Account Director, Mr. CheeChoy Tang. The panelists discussed how UHT milk products in carton packaging ensure that Myanmar children get the necessary nutrition and protection through their growth and development stages.

“Choosing the right food from the right sources in safe and convenient packaging is crucial for Myanmar, where nearly one out of three children under the age of five suffers from malnutrition. Food safety plays a crucial role in ensuring a healthy and happy life for future generations, and UHT milk products in Tetra Pak cartons, which are now available nationwide aid to achieving this. ‘Protects What’s Good with Tetra Pak’ aims to communicate the multiple benefits of these products in a fun and entertaining way. Together with our valued customers we educate the community about food safety”, explains Mr. CheeChoy Tang, Key Account Director of Tetra Pak Myanmar.

Ensuring food safety is becoming increasingly important, as Myanmar ranks 82nd for food quality and safety among 113 countries globally, according to the Economist Intelligence Unit’s Global Food Security Index, which, among other criteria, takes into consideration the environment for food safety, including the percentage of people with access to potable water and the presence of a formal grocery sector.

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“Myanmar is a very important market for Tetra Pak, and we see a lot of potential in the country. We understand how crucial food safety is to the communities, and, in line with our vision to make food safe and available everywhere, we are proud to be investing significantly in providing safe and quality food and beverages in the Golden Land,” says Mr. Bert Jan Post, the Managing Director of Tetra Pak Thailand.

Tetra Pak has invested over the years in raising awareness about food safety in Myanmar. The company provides food processing and packaging solutions which offer a range of safe UHT milk products in carton packaging. These solutions protect the nutritional value, the taste, and the quality of the products inside. UHT and aseptic packaging ensures that products are bacteria-free, while retaining the nutrition without the need for preservatives.

Tetra Pak counted on its main customer brands in Myanmar, including Vito, MILO, Dutch Mill, Chokchai Farm, Ovaltine, Lactasoy, Abevvia, PEP, Marigold and Cowhead to participate in the event. Together with the partners Tetra Pak engaged consumers through fun and educational event activities, as well as on [Tetra Pak Myanmar Facebook page](#). Tetra Pak established its office in Yangon in 2016 and has its growth ambition for Myanmar with a local production of 300 million packs of aseptic cartons by 2020.

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ABOUT TETRA PAK

Tetra Pak is the world's 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 over 24,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our motto, “PROTECTS WHAT’S GOOD™,” reflects our vision to make food safe and available, everywhere.

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

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