



PRESS RELEASE

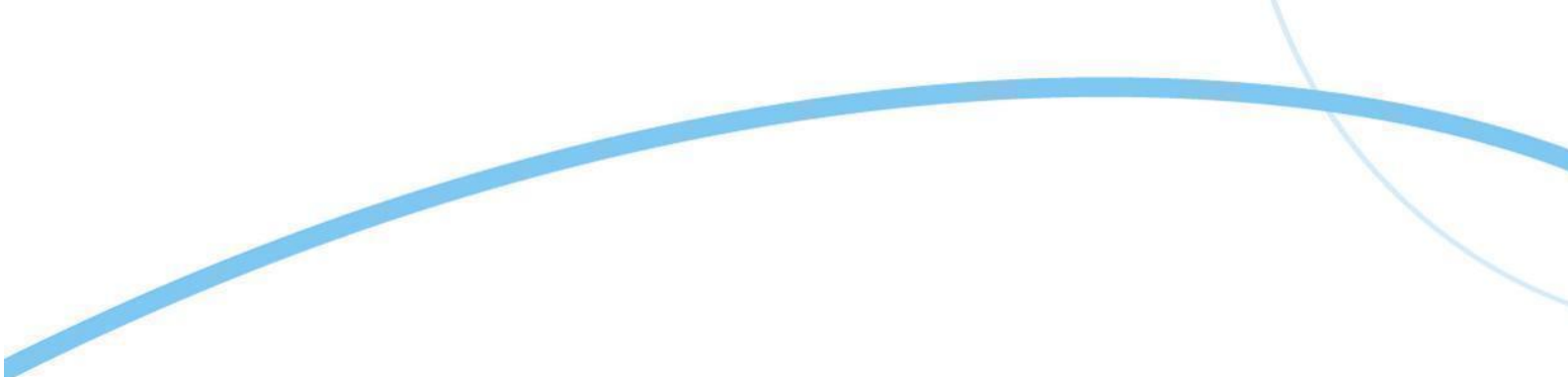
A natural fit: Malee's new Aomori apple juice in innovative Tetra Pak® Craft packaging

Bangkok (22 October 2020) — Tetra Pak, a world-leading processing and packaging solutions company, announces the launch of Tetra Pak® Craft — a new type of packaging material which uses unbleached paperboard made from FSC™-certified wood with a unique visual effect. The removal of clay coating gives the product a natural look and feel which stands out on the shelf and reinforces environmental credentials of beverage cartons. Offered in natural colour variations, Tetra Pak® Craft package creates the appearance of bare paperboard with wood fibres, projecting the sensation of natural, fresh from the farm product. Such authentic-looking packaging quickly communicates the brand values, helping companies revitalise the look and feel of their products.

In Thailand, Tetra Pak launches this innovative packaging in collaboration with Malee, one of the leading fruit juices and beverages companies, which now offers seasonal Aomori apple juice imported from Japan in Tetra Prisma® Aseptic 1000 Square and Tetra Brik® Aseptic Slim Leaf 200ml using Tetra Pak® Craft packaging material. The new product was launched at THAIFEX-Anuga Asia 2020 in late September and now is available at major retail stores in Bangkok and big cities throughout the country.

“The raw carton look resonates with current market trends. First, it addresses the consumers’ need for more natural product, and does so by creating excitement in the market with a never-seen-before packaging format. Second, it builds on the environment-friendly trend, and associates the brand with values rooted in sustainability”, said Ms. Roongchat Boonyarat, CEO, Malee Group Public Company Limited. “This new packaging emphasises simplicity and authenticity. All this makes Tetra Pak® Craft the ideal match for Malee’s new Aomori Apple juice from Japan, available during the annual harvest season between August to November when the apples have reached their peak ripeness and best taste”.

“We are pleased to build on our partnership of innovation with Malee for its new ‘seasonal’ Aomori Apple juice in Tetra Pak® Craft package. Unbleached paperboard look creates a new point of shelf differentiation for the product in Tetra Pak® Craft package. Its environmentally friendly design is an effective way to strengthen the credibility of brands”, said Mr. Bert Jan Post Managing Director, Tetra Pak (Thailand) Limited. “This natural packaging effect helps attract shoppers’ attention without the need for the manufacturer to switch to a new packaging format or equipment. It is an invitation to enhancing the brand without additional investment.”



Tetra Pak® Craft, like other Tetra Pak packages, is primarily paper-based and recyclable, making it not just good for consumers, but also the environment. Tetra Pak® Craft further adds to the Tetra Pak packaging portfolio offering a wide spectrum of innovations for brand owners to leverage packaging as a competitive advantage.

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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

MEDIA CONTACTS

Tetra Pak (Thailand) Limited
Tapanee Junhom
Communication Manager
Tel. +662-018-3000
Tapanee.junhom@tetrapak.com

Midas Communications International CO., Ltd.
Wassana Phoka/ Lydia Bumrungkarn
Tel. 086-161-9910/081-556-9999
wassana@midas-pr.com / lydia@midas-pr.com