



PRESS RELEASE

Tetra Pak promotes the importance of food safety and good nutrition for children in Myanmar

The company partners with nutritionist Dr. Win Win Myint to launch an online educational campaign, introducing UHT milk products as a safe and nutritious food choice

YANGON, Myanmar, (11 December 2020) - Tetra Pak, a world-leading processing and packaging solutions company, has shared today its commitment to raise awareness on the importance of adequate nutrition and food safety for Myanmar children, specially amid COVID-19 pandemic. The company has kicked off an online educational campaign, in partnership with the renowned nutritionist Dr. Win Win Myint, to help Myanmar parents unleash their children's full potential in life through a healthy diet with milk playing an important role. Through an online channel, parents can interact with the nutritionist and learn about topics concerning food safety and nutrition at their fingertips.

In Myanmar, according to the World Food Programme (WFP), nearly one third of children under the age of five suffer from chronic malnutrition (stunting) due to poor access to safe food and clean water, among the main reasons. Bacteria-free and nutritious food are key to children's physical and cognitive development and help boost their immune system against diseases. By participating in this campaign, Myanmar parents are able to raise their questions to Dr. Win Win Myint on the Tetra Pak Facebook page. She will address children's nutrition and food safety topics through regular educational videos and other engaging online content. Enabled by the UHT (Ultra High Temperature) technology, milk products in Tetra Pak cartons are a safe and nutritious choice for Myanmar children.

Processed with UHT technology and packed in Tetra Pak cartons, milk products are free of harmful bacteria. Ultra-high-temperature (UHT) pasteurisation involves heating milk or other contents to around 135 degree as brief as two to four seconds, It removes bacteria and retains all the nutrition without the need for preservatives, making them safe and full of flavour. With no need for refrigeration until opened and having a long shelf life, these UHT milk products are convenient for parents to store in their homes easily.

“At a time when food safety and hygiene have become a pressing concern amid COVID-19 pandemic especially in developing countries, Tetra Pak aseptic cartons and UHT technology ensure that milk products are safe and free of harmful bacteria. As they have been sterilized at high temperature during a short treatment time, they retain all the goodness and full nutrients of milk products, essential in any children's diet. Milk consumption in Myanmar is still low and with this online campaign we aim to raise awareness about the benefits of UHT milk products packed

in Tetra Pak cartons as a safe and nutritious foundation for children”, said **Mr. Ratanadib Supanat, Marketing Director of Tetra Pak Thailand and Tetra Pak Myanmar.**

“Myanmar is one of the world’s most malnourished countries. Sometimes, it is challenging for mothers to provide the well-balanced and nutritious diet that children need on a daily basis, while the consequences of unsafe food are still not well known. I recommend giving 500 ml of milk per day to children aged 2 to 5 years old. Milk is rich in calcium, nutrients, and vitamins essential for their development. Sometimes mothers may buy milk from unreliable sources or even overboil it to kill the bacteria, while unknowingly removing the milk’s nutrients and benefits. UHT milk products in Tetra Pak cartons are safe for consumption and will provide your children with the daily intake needed. I suggest parents to provide a strong health foundation for their precious ones. I am pleased to join Tetra Pak’s campaign and hoping to see more food safety initiatives like this in Myanmar,” said **the nutritionist Dr. Win Win Myint.**

Tetra Pak established its office in Yangon in 2016 and has been since then committed to providing safe food to Myanmar consumers and teaming up with its customers packing their products in Tetra Pak cartons. Through its ‘Protects What’s Good with Tetra Pak’ campaign since 2018, the company has been engaging Myanmar families and media over the years with several exciting on-ground and online activities.

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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/en-th/about-tetra-pak/the-company/tetra-pak-myanmar

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