



Press Release

Kuwait company expands its product range by adding desserts

ABC place emphasis on mouth-watering delights: Ice cream and dessert cream in aseptic carton packs

October 2007. Kuwait's Arabian Beverage Company (ABC) is expanding its product range to include ice cream and dessert cream in aseptic carton packs. The ice cream blends, in Chocolate and Vanilla, are offered in combibloc *Slimline* 1,000 ml. The dessert cream is available in combibloc *Small* 250 ml in the markets of Kuwait, Iraq and Saudi Arabia.

ABC, founded in Kuwait in 1960, aims to offer the best-tasting, premium quality products made from the finest ingredients. In achieving this objective, the quality of the ingredients, the production methods and the packaging solutions all play an important role for this renowned company. Adnan Al-Mousa, General Manager at ABC, says: "In the past few years, ABC has developed into the leading regional provider of nectars, juices, fruit drinks, dairy products, water and energy drinks, and we want to continue to hold this market position. In addition to using the best ingredients, premium packaging solutions are of high importance in ensuring our products are of first-class quality".

In trend world-wide

It was the product protection characteristics of aseptic carton packaging, in combination with high-performance machine technology, that persuaded ABC to intensify its cooperation with SIG Combibloc. Nine CFA 712 filling machines and one CFA 310 filling machine from SIG Combibloc have been installed at ABC's filling plant. Up to now, ABC has offered nectars, juices and fruit drinks, UHT milk and milk-mix drinks in carton packs from SIG Combibloc. Adnan Al-Mousa: "It is part of our corporate strategy to continuously develop new ideas, to enable us to offer products that are in

line with the latest trends. This is how we plan to ensure the long-term market success of our company, and we work closely with well-known brand manufacturers and with our strategic partners such as SIG Combibloc. As part of this strategy, we have now expanded the range of products that we offer in aseptic carton packs to include ice cream and dessert cream. With these products, we are meeting the demands of the global market for conveniently packaged products, which are increasingly in demand when it comes to dessert blends as well. And we are placing emphasis on Chocolate and Vanilla ice cream in combibloc *Slimline* 1,000 ml and dessert cream in combibloc *Small* 250 ml“.

The best protection

In choosing aseptic carton packs, ABC is in good company. If we look at the global packaging mix in UHT dairy products, aseptic carton packaging is the most in-demand, dominating the market with a share of around 80 per cent. According to surveys by Landel Mills, carton packs for filling UHT milk and dairy products will experience further positive development up to 2008, with growth of around three per cent annually.

This demand is due in large part to the quality characteristics associated with carton packaging, including above all the protection the carton pack offers for the product. Dairy products are protected from light, so they retain their natural flavour. Consumers rate carton packs as handy and environmentally friendly. Carton packs are easy to transport and simple to store.

With its new products, ABC is primarily targeting restaurants and caterers. The dessert cream is ideal for use in baking, or to give a rich taste to a fresh fruit salad.

Picture Caption:

Kuwait's Arabian Beverage Company (ABC) is expanding its product range to include ice cream and dessert cream in aseptic carton packs. The ice cream blends, in Chocolate and Vanilla, are offered in combibloc *Slimline* 1,000 ml, and the dessert cream is available in combibloc *Small* 250 ml in the markets of Kuwait, Iraq and Saudi Arabia.

Photo: SIG Combibloc

SIG Combibloc is one of the world's leading systems suppliers of carton packaging and filling machines for beverages and food. Employing approx. 3,890 people, the company recorded sales of EUR 1,210 million in 2006. SIG Combibloc is a division of SIG Holding AG, Switzerland. Since May 2007, SIG Holding AG is owned by the Rank Group, New Zealand.

Your contact:

Heike Thevis – Press Officer
SIG Combibloc GmbH
Rurstrasse 58, D-52441 Linnich, Germany
Tel: +49 2462 79 2608
Fax: +49 2462 79 17 2608
Email: heike.thevis@sig.biz