



## Press Release

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Inner Mongolia Mengniu Dairy creates new prosperity with Milk*plus* concept

### **Plus factor for success: Real oat cereals in UHT milk**

**September 2008.** In 2007 UHT milk drink containing pieces of real fruit in aseptic carton packs took the Chinese market by storm. The nation did not have long to wait for the follow-up to this fruitful product concept: in 2008 Inner Mongolia Mengniu Dairy is launching new UHT milk drinks containing real oat particulates.

In November 2006 Inner Mongolia Mengniu Dairy presented a world first with a UHT drink containing pieces of real fruit in aseptic carton packs. Together with SIG Combibloc, the Chinese company developed this unique product concept. Filled in combibloc *Mini* 250 ml, it offers UHT milk in Strawberry, Peach, Coconut and Aloe Vera varieties. The wholesome milk-and-fruit packs are now available in virtually all of China's major cities.

### **Mengniu on course for success**

Following the successful launch of UHT milk containing pieces of real fruit, Mengniu has broadened this concept to UHT milk containing cereal grains. The premium product "Miao Dian" with real oat particulates is filled in combibloc *Mini* 250 ml catering to the Chinese consumers' growing awareness of health and nutritional issues. The product as well as the unique and trendy black design of the carton pack catches consumers' attention. The product is aimed mainly at young adults and office workers, for whom this healthy drink provides dual nutrition from milk and oat grains and good taste which can be truly experienced.

Inner Mongolia Mengniu Dairy Industry (Group) Co., Ltd was founded in 1999. It is now one of China's largest dairy manufacturers generating a business turnover of around

RMB 21.32 billion (USD 2.78 billion) in 2007. Mengniu owns more than 20 production facilities in 15 provinces throughout China and has a portfolio of more than 100 products. Mengniu continues its strategy of invigorating the Chinese market with an expanding range of dairy ideas.

### **Milkplus offers added value**

Competition in the dairy market has become fiercer in recent years. Profitability is a key aspect for producers. Product differentiation is vital to avoiding pricing pressure and achieving sustainable growth. The new product concept that offers consumers something extra stands for innovation and added value while offering consumers a new taste experience with enhanced nutritional value.

With the SIG Combibloc sleeve system, filling chunky products in aseptic carton packs is possible. SIG Combibloc has been a leader in the aseptic filling of liquid foods with chunky ingredients in carton packs for more than 20 years. Each carton sleeve is individually shaped, sterilised and filled on the filling machines. The carton pack is ultrasonically sealed above the filling level – and not through the product – only after it has been filled.

Specially-developed stabilisers make it possible for chunky ingredients such as the cereal grains to 'float' in the milk. For a unique drinking experience, the products are offered with a drinking straw with a 6 mm diameter, allowing the product to be easily consumed.

Whether it is a question of developing completely new products or refining existing formulations, the possibilities offered by the new Milkplus concept are limitless. If dairy manufacturers can offer products with unique taste experiences, they will succeed in capturing new target groups, markets and market segments. New product concepts lay the foundations for clear differentiation from the competition, and the creation of added values for all target groups. Putting pieces of real fruit or cereals in the product highlights its vast potential, and lets consumers not simply taste the added value, but actually experience it.

**Picture caption:**

The unique product and the trendy black design of the carton pack catches consumers' attention: Mengniu offers its UHT milk containing cereal grains in combibloc *Mini* 250 ml.

**Photo: SIG Combibloc**

*SIG Combibloc is one of the world's leading system suppliers of carton packaging and filling machines for beverages and food. In 2007 the company achieved a turnover of 1,235 million Euro with around 4,000 employees in 40 countries. SIG Combibloc belongs to SIG Holding AG in Switzerland, which is part of the New Zealand based Rank Group.*

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