



Press Release

Milkplus: filling technology from SIG Combibloc makes it possible

Glittering debut for UHT milk from Yili containing chunky cereal grains

July 2008. With two new products Inner Mongolia Yili Industrial Group Co., Ltd. is catering to Chinese consumers' growing awareness of health and nutritional issues. China's leading dairy company has launched two varieties of UHT milk containing rice grains in combibloc *Mini* 250 ml. The products, two world firsts, have been created using the flexible filling technology from SIG Combibloc which makes it possible to package even chunky products in aseptic carton packs.

Nowadays consumers are becoming more mobile and they want meals that supply all-around nutrition, good taste and can be easily integrated into their individual daily schedules. To meet the demand for consumer-oriented innovations of the highest product quality, Inner Mongolia Yili Industrial Group Co., Ltd. has launched the nationwide first cereal milk product with large rice particulates – “Gu Li Duo”. The cereal milk drinks contain grains in two available flavours, Thai rice and Euro wheat. Both new cereal milk drinks contain 10 percent grains, offering consumers a balanced nutrition from milk protein, vegetal protein and coarse fibres.

The new “Gu Li Duo” products are packaged in combibloc *Mini* 250 ml. Its metallic-effect look attracted consumers' attention right after the product had been launched. The expressive look ensures the product positioning Yili is after: modern and healthy in every way.

Over the past ten years, Inner Mongolia Yili Industrial Group Co., Ltd. has grown from a regional provider to China's leading dairy company and is mainly active in the sectors milk and milk products, ice cream, powdered milk, yoghurt and raw milk. As exclusive dairy product sponsor for the Olympic Games in Beijing, Yili achieved its business turnover target of RMB 19.36 billion (USD 2.53 billion) in 2007.

Milkplus: Product innovation with added value

World-wide the dairy industry faces the challenge of developing new product concepts that offer consumers something extra. In the highly competitive dairy market, product differentiation and adding value play a key role in ensuring long-term market success. This is where the idea of UHT milk products containing pieces of real fruit or cereal grains fits. The challenge in developing this product was to blend extra pieces of real fruit or cereals with UHT milk products so that they would not settle on the bottom of the carton pack or change consistency within the liquid. The solution was to use new stabilisers that enabled the pieces 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.

Thanks to the SIG Combibloc sleeve system, filling chunky products in aseptic carton packs is possible. Each sleeve is individually shaped, sterilised and then filled on the filling machines. The top of the carton pack is ultrasonically sealed above the filling level – and not through the product – only after the product has been filled.

And the product concept *Milkplus* opens up a wealth of exciting possibilities with regard to the added-value: It offers new taste experiences and an assurance that, with the combination of the nutrients in milk and fruits or cereal grains, they get an extra helping of good health.

Picture caption:

The aseptic carton pack really shines for the new product thanks to its metallic-effect look. Yili offers the first UHT milk drinks containing large cereal grains of rice 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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