



## Press Release

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Five classic taste sensations hit the market ready-to-serve

### **Thai cuisine meets modern living:**

### **Ampol Food puts traditional curries into carton packs**

**May 2008.** Varied, zesty and very palatable – Thai cuisine has its own special flavour. Thai food manufacturer Ampol Food Processing is launching five varieties of traditional Thai curry in aseptic carton packs. Under the brand name 'Roi Thai' the company is offering green, yellow and red curries along with authentic Masamun Curry and Panang Curry in combibloc *Compact* 500 ml and combibloc *Small* 250 ml.

Thanks to their combinations of ingredients, Thai curry dishes are famous the world over for having a distinctive tanginess – this piquancy however quickly subsides in the mouth. Traditionally, Thais use only fresh ingredients, such as fresh-made coconut milk and curry paste for their curries. Preparing a typical Thai curry is usually very time consuming. Thus, the 'Roi Thai' products are very convenient because they already provide the basis of a traditional curry: The curry paste – in accordance with the traditional Thai curry recipes – is already mixed with coconut milk. Using 'Roi Thai', you only have to pour the products into a pot and add vegetables or meat. After a short time heating it up, the Thai Curry is ready to eat.

“Our aim was to give the market traditional curry specialities that taste like homemade and are all ready to be assembled with meat, vegetables or potatoes and served in a few minutes. So it is important to always use premium products”, says Kritsada Sopa, Marketing Manager at Ampol Food Processing. “Thai curry in a carton pack is a world first. We are convinced that the aseptic carton pack with its special composite structure made from cardboard, polyethylene and aluminium is perfect for keeping the quality of foods. The specific properties of the composite material and the aseptic filling process

ensure that the wholesome ingredients, colours and flavours of the products are retained. The curries can be kept for an extended period even without refrigeration”.

The new ‘Roi Thai’ curries make their world debut at the ‘THAIFEX – World of Food Asia’ trade fair in Bangkok. “Thai consumers see carton packs as a modern and convenient form of packaging that is exceptionally easy to handle and from a dietary health point of view safeguards the nutritional content of a product better than for instance metal cans. So we are certain that our product is going to be a market success”, says Kritsada Sopa. According to ACNielsen, the market for packaged food in Thailand is valued at about 130 million baht (4.1 million USD; 2006) – this means an increase of 30 per cent compared to 2005. In Thailand, conveniently packaged food products that meet the demands of modern consumers show very good growth prospects for the future, too.

### **Quality: original Thai taste**

The five classic Thai curries will be sold in Thailand first. However, plans are already being made to export the products and offer the pleasure of traditional Thai dishes world-wide. “We will use the distribution network which we have already built up for the successful international marketing of the ‘Chaokoh’ coconut milk”, states Kritsada Sopa.

The colours of the different curry varieties indicate the spiciness of the dish. Yellow curry is the mildest followed by green. Red Thai curry is the spiciest type. Peanuts are a basic ingredient of the classic Masamun Curry (‘Muslim-style’ curry), while shrimp paste is a typical component of Panang Curry. Ampol Food Processing is already considering bringing out other types of traditional Thai meal in aseptic carton packs.

The carton packs preserve the quality as well as natural aroma and taste of the new ‘Roi Thai’ products. Consumers can prepare their own delicious Thai curry meals within a matter of minutes – which perfectly suits today’s fast moving lifestyle. “One of the main reasons we chose SIG Combibloc is that the company offers a good support in terms of innovation and service. Since the beginning we have worked closely together to develop the products”, says Sopa.

*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.*

**Picture caption:**

Thai food manufacturer Ampol Food Processing is launching five varieties of traditional Thai curries in aseptic carton packs. Under the new brand name 'Roi Thai' the company is offering green, yellow and red curries along with authentic Masamun Curry and Panang Curry, in combibloc *Compact* 500 ml and combibloc *Small* 250 ml.

**Photo: SIG Combibloc**

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