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TH true MILK launches snack drink in Vietnam using SIGâ??s proven drinksplus technology

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TH true MILK has launched a pioneering healthy snack drink, bringing innovation to dairy shelves across Vietnam and made possible by SIGâ??s proven drinksplus technology. â??TH true MILK LIGHT MEALâ?? is a perfect combination of pure milk and plant-based ingredients including granular oats, walnuts and macadamia nuts.

During the pandemic, consumers in Vietnam were seeking healthier beverages and focusing on products with added value. SIGâ??s drinksplus technology enabled TH true MILK to cleverly combine high quality pure milk with cereal grains and walnut and macadamia nut paste, resulting in a healthy snack drink that is ideal for weight conscious consumers who prefer a nutritious and light snack drink instead of a full meal.

The new snack drink is a first for Vietnam â?? the only UHT snack drink in the country thatâ??s made from pure milk and cereal particulates. Available from supermarkets throughout Vietnam, the new snack drink has even caught the attention of the Vietnamese Prime Minister at the recent 31st National Diplomatic Conference. He showed interest and gave positive feedback on THâ??s healthy innovation, highlighting the productâ??s benefits for community health. Other TH pure and clean products have also been served at big events of the Vietnam Foreign Department.

SIGâ??s drinksplus technology has opened the door for more new products and categories, which can be realised quickly and cost-effectively using SIGâ??s standard filling machines for beverages. TH true MILK can continue to innovate and meet the demands of the increasingly flexitarian consumer.