

The Laughing Cow Cheese officially Halal-certified

16 December 2024 | News

The Halal certification mark from Indonesia's Halal Product Assurance Organizing Agency (BPJPH) to its packaging



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The Laughing Cow Cheese announced the addition of the Halal certification mark from Indonesia's Halal Product Assurance Organizing Agency (BPJPH) to its packaging. This esteemed certification reassures consumers of the Bel Group's adherence to Halal standards, as The Laughing Cow products sold in Indonesia have always upheld a commitment to both nutrition and local values. With a century-long legacy of bringing nutritious, enjoyable products to families globally, The Laughing Cow maintains rigorous quality and safety standards, and this certification simply reinforces its dedication to providing trusted food choices for Indonesian consumers.

The Laughing Cow range offers products, including The Laughing Cow Belcube, Creamy Cheese Triangles, and Cheez Dippers which are available at both offline retail stores and popular e-commerce platforms. The brand has always met Halal standards by the globally respected Halal Quality Control which is acknowledged by BPJPH as well. This new certification simply adds another layer of assurance for their consumers. The new packaging aligns with Indonesia's recent regulations mandating Halal labelling, offering transparency and assurance to consumers across the country.