

## Vietnam's TH true MILK launches chocomalt snack drinks using SIG's drinksplus technology

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Building on the success of its popular TH true MILK LIGHT MEAL range, Vietnam's leading dairy brand TH true MILK has introduced a new line of chocomalt snack drinks, redefining convenient nutrition with indulgent, textured beverages. This latest innovation delivers a unique blend of natural barley and cacao extract, paired with either chewy nata de coco or hearty rolled oats, and is packaged using cutting-edge SIG Drinksplus technology.

The new chocomalt snack drinks cater to Vietnam's health-conscious consumers who are increasingly seeking "better-for-you" options that don't compromise on taste or experience. With this launch, TH true MILK becomes one of the first in the region to leverage a standard aseptic carton filling machine enhanced with Drinksplus capabilities, allowing the inclusion of perceptible pieces like grains, nuts, and jelly in a safe and shelf-stable format.

"At TH true MILK, innovation means delivering more than just flavour – we deliver experiences," said Phuong Nguyen, Marketing Manager at TH true MILK. "Thanks to SIG's Drinksplus technology, we're offering something truly groundbreaking. These snack drinks are indulgent, nourishing, and perfectly suited for on-the-go lifestyles."

The SIG Drinkplus solution empowers food and beverage brands to push the boundaries of texture in drinks by enabling the aseptic filling of products containing up to 10 per cent particulate content using standard SIG carton machines. With particles up to 6mm in size and custom drinking straws up to 8mm wide, consumers enjoy a multi-sensory drinking experience without compromising convenience.

This new offering from TH true MILK aligns with current global trends in functional and experiential beverages—meeting consumer demand for products that combine taste, nutrition, and fun textures in one convenient pack.

With this launch, TH true MILK not only strengthens its position in Vietnam's premium dairy market but also sets a new benchmark for innovation in Southeast Asia's dynamic beverage industry.