NUFFOODS Spectrum
perspectives on food technologies & business
ASIA

How Lactasoy and SIG Are Transforming High-Protein Beverages in Thailand

13 March 2026 | News

Lactasoy has introduced the countryâ??s first high-protein ultra-high-temperature (UHT) milk under its Benefitt brand



Lactasoy has introduced the countryâ??s first high-protein ultra-high-temperature (UHT) milk under its Benefitt brand

As demand for high-protein nutrition accelerates across Southeast Asia, beverage brands are rethinking how protein products can better fit modern lifestyles. In Thailand, where busy urban routines, fitness culture, and on-the-go consumption are reshaping dietary habits, shelf-stable high-protein beverages are emerging as a new growth segment. Against this backdrop, Thai beverage manufacturer Lactasoy has introduced the countryâ??s first high-protein ultra-high-temperature (UHT) milk under its Benefitt brand, offering 31 grams of protein in a convenient ready-to-drink format that does not require refrigeration.

The launch was enabled through collaboration with aseptic packaging and processing solutions provider SIG, whose flexible filling technology and small-format carton packs help expand distribution beyond traditional chilled channels. By shifting high-protein milk from refrigerated shelves to ambient retail environments, the partners aim to improve accessibility, reduce cold-chain dependency, and unlock new consumption occasions such as meal replacements, post-workout nutrition, and convenient daily protein supplementation.

In this interview with NUFFOODS Spectrum, Phanwana Mahasup, Advertising Manager and Marketing Coordinator for Benefitt at Lactasoy, and Vatcharapong Ungsrisawasdi, Regional Director for Thailand, Laos, Myanmar, and Cambodia at

SIG, discuss the consumer trends driving Thailandâ??s high-protein beverage market, the technical and formulation challenges behind delivering a high-protein UHT drink with appealing taste and texture, and how ambient packaging formats are expanding opportunities for functional nutrition products in the region.

High-protein dairy demand is growing rapidly across Southeast Asia. What consumer trends in Thailand prompted Lactasoy to introduce the countryâ??s first high-protein UHT milk, and which consumer segments are you targeting most strongly?

Lactasoy: There is a growing interest in protein-rich nutrition across Thailand, particularly among young professionals, fitness enthusiasts, and busy families. Many of these individuals are looking for more convenient ways to supplement their daily protein intake without compromising taste or lifestyle. Most high-protein milk options on the market were limited to chilled formats, which presented storage and distribution challenges. We saw an opportunity to create something different: Our shelf-stable, high-protein UHT milk is easier to store, distribute, and enjoy anytime. Benefitt is designed for a wide audience, including busy professionals, fitness enthusiasts, and anyone looking for a protein boost without refrigeration.

Until now, high-protein milk in Thailand has largely been limited to pasteurised, chilled formats. How does moving to an ambient UHT format change accessibility, distribution, and consumption occasions for high-protein beverages?

SIG: Aseptic technology and aseptic packaging eliminate the need for refrigeration and preservatives, while significantly extending shelf life and preserving taste and nutritional value. This reduces dependency on the cold chain and enables products to be distributed more widely and efficiently. Ambient packaging enables brand owners to reach consumers nationwide and tap into new consumption occasions, such as meal replacement, post-workout nutrition, and on-the-go consumption.

Delivering 31 grams of protein in a ready-to-drink format can present formulation and sensory challenges. What were the key technical considerations in achieving a smooth, low viscosity, no-added-sugar product?

Lactasoy: Our biggest priority was achieving the right balance of texture and taste. Our R&D team ensured the drink was easy to consume and nutritious. Since protein-rich drinks can sometimes be heavy or chalky, texture was a key focus. Additionally, we had to ensure the product's stability throughout UHT processing, which added another layer of complexity. The final result is a nutritious and enjoyable drink.

Packaging flexibility appears to have played a strategic role in this launch. How did SIGâ??s aseptic filling technology and SIG SmallBloc carton packs enable faster market entry and reduce investment risk for Lactasoy?

SIG: SIGâ??s flexible aseptic filling system enables rapid volume changeovers â?? often within minutes â?? with minimal product or material waste. This enables brand owners, such as Lactasoy, to test new product sizes and formats without investing in new equipment. The system supports faster speed-to-market while ensuring consistent product quality, food safety, and production efficiency.

Convenience is increasingly shaping nutrition choices. How do you see ambient high-protein beverages fitting into daily routines such as meal replacement, on-the-go consumption, or post-workout nutrition?

Lactasoy: Convenience is a top priority for todayâ??s consumers, especially those with active or busy lifestyles. We designed Benefitt to be consumed anywhere: as a quick breakfast, between meetings, or after exercise. Since it doesn't require refrigeration, it's easy to carry and store, making it ideal for people who are constantly on the go. This format opens up more opportunities for consuming protein without the limitations of chilled products.

Looking ahead, do you see opportunities to expand the high-protein UHT portfolio through flavour innovation, functional ingredients, or new pack formats as Thailandâ??s nutrition landscape continues to evolve?

Lactasoy: Absolutely. The success of our initial launch demonstrates the strong demand for high-protein drinks that don't compromise taste or convenience. Weâ??re preparing a new flavour to meet evolving consumer needs, which we'll launch in March. This will maintain the market's excitement and support our growth, as we're well-positioned to respond quickly to evolving trends and preferences.

Shraddha Warde

shraddha.warde@mmactiv.com