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# Tetra Pak Opens Product Development Centre in Thailand to Boost APAC Innovation

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Tetra Pak has officially opened its latest Product Development Centre (PDC) in Rayong, Thailand, to support food and beverage manufacturers across the Asia Pacific (APAC) in taking new products from concept to production.

Southeast Asia, as one of the fastest-growing sub-regions within APAC, is seeing strong momentum in food and beverage innovation, driven by urbanisation, rising middle-class consumption and demand for healthier, functional products. This has driven functional beverage market launches across the region to grow in double digits of around 15 per cent year-on-year.

To meet this momentum, Tetra Pak has strengthened its innovation ecosystem in APAC to help food and beverage manufacturers in the region accelerate product development and bring new ideas to market more efficiently. With its integrated capabilities and strategic positioning, the ecosystem is well-placed to support food and beverage producers across the APAC region.

Julia Luscher, Vice President, Marketing at Tetra Pak, comments: "Across Asia Pacific, we are seeing strong demand for higher-value, more differentiated food and beverage products. To compete regionally and globally, manufacturers need faster validation cycles, more efficient development, and the ability to scale with confidence. Tetra Pak Product Development Centre's global network provides that platform, bringing together our capabilities in product innovation and processing excellence with a strong regional ecosystem for food innovation. This will help manufacturers accelerate product development and support more sustainable growth across the industry."

Spanning 40,000 sq. ft., the facility brings together two integrated areas: the Liquid Food Solutions and the Food Development Facility. Equipped with semi-industrial, end-to-end pilot plants for both aseptic and non-aseptic applications, the PDC supports six high-growth, liquid-based food and beverage categories spanning dairy, beverages (juice, nectars, still drinks, coffee, and

tea), plant-based foods, ice cream, food applications including Tetra Recart culinary and porridge dishes, and food supplements and nutrition.