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Tetra Pak Malaysia Drives F&B Transformation with End-to-End Processing and Packaging Innovations at MIFB 2026

21 July 2026 | News

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Tetra Pak Malaysia marked a successful participation at the Malaysian International Food & Beverage (MIFB) Trade Fair 2026, demonstrating advanced processing, packaging, and product development solutions designed to optimise manufacturing efficiency and address shifting consumer demands.

Held from 15–17 July at the Kuala Lumpur Convention Centre, the three-day event saw Tetra Pak engage with a diverse cohort of industry professionals, signalling strong regional interest in smart manufacturing and sustainable food systems.

A key highlight of the showcase was Tetra Pak's end-to-end ecosystem, which allows food and beverage (F&B) manufacturers to seamlessly transition from ideation to full-scale commercial production. By leveraging Tetra Pak's local infrastructure and an extensive regional co-packing network, brands can now test, refine, and launch new products with significantly lower upfront capital expenditure.

"Our involvement at MIFB underscores our commitment to helping F&B manufacturers prepare for the future by embracing innovation that strengthens operational performance and supports long-term business growth," said John Jose, Marketing Director, Tetra Pak Malaysia, Singapore, Philippines and Indonesia. "By integrating product development, processing, and packaging under a single framework, we are enabling local brands to mitigate risk, accelerating time-to-market, and scale efficiently to capture both domestic and export opportunities."

To capture the booming demand for health, wellness, and convenience, Tetra Pak spotlighted several high-growth categories, including ready-to-drink coffee, tea, and plant-based nutrition. Making its debut, an innovative sunflower-based protein beverage prototype offered attendees a first-hand look at a highly scalable, low-cost, and allergen-friendly alternative to traditional plant proteins. From a nutritional standpoint, it delivers an exceptional 50 per cent protein composition and a 98 per cent digestibility rate, completely outperforming legacy plant bases and giving brands a premium option to differentiate.