



Headline	Dutch Lady embarks on two year sugar reduction campaign		
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FOR GOOD HEALTH: (From left) Bas van den Berg; Mahani Tan Abdullah, deputy secretary general (Management & Consumerism) of Domestic Trade, Co-Operatives and Consumerism; Datuk Mohamed Elias Abu Bakar, director of Standards Policy and Consumer Affairs of MDTCC; and Rahul Colaco, marketing director of DLM at the official launch of the campaign.

Dutch Lady embarks on two-year sugar reduction campaign

KUALA LUMPUR: In line with its mission of 'Helping Malaysians move forward in life with trusted dairy nutrition', Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia), is running a two-year sugar-reduction campaign via its product range, to promote healthy living.

The milk giant plans to reduce 40 per cent of its sugar consumption from its current usage level by 2013.

The move is one of the company's responsibilities to continuously

work towards improving the nutritional profile of its products.

"We are not just launching a campaign, but by unveiling these products with lower sugar content, we are showing that we keep to that promise," said Dutch Lady Malaysia's managing director Bas van der Berg.

In time to come, he said, consumers can expect the sugar levels to be reduced further in all Dutch Lady products.

"Currently, Dutch Lady Malaysia is proud of its total stock keeping

unit (sku) of 110 products, 32 per cent of which is made without any added sugar. By the end of 2013, the corporation aims to reduce the annual consumption of added sugars by over 2,700 tons, representing a massive 40 per cent reduction from its current usage levels," said van den Berg.

This sugar reduction drive is helped by Dutch Lady Malaysia's business decision to withdraw its range of sweetened creamers from the market beginning December 2011.