

press release

Dutch Lady wins gold again at Putra Brand Awards

Kuala Lumpur, 11 November 2017 – Dutch Lady is Malaysia’s dairy beverage of choice again as the brand bagged gold at the annual Putra Brand Awards for 2 consecutive years! Dutch Lady Malaysia would like to thank all their consumers for their continuous support over the years.

“We would like to say a big ‘thank you’ to our loyal consumers. Our appreciation goes out to Malaysian families who believe in the goodness of Dutch Lady milk and how it can help support their family members’ daily nutritional needs,” said Ashlee Ng, Marketing Director of Dutch Lady Malaysia.

The Putra Brands Award is synonymous to the people’s choice award as the jury is made up of a panel of 6,000 Malaysian consumers. “Winning the gold award means we are truly the consumers’ No. 1 choice and it reinforces the belief that we are building our brand value and equity in the right direction at every level of our business,” said Ng.

Ng attributed the brand’s success at the award to its heritage in Malaysia. “Dutch Lady is a household brand as it has been building strong families in Malaysia for more than 50 years. We are already the No. 1 ready-to-drink liquid milk brand and we want to continue to build on this leadership with the strong heritage that we have,” Ng continued.

Over the years, Dutch Lady Malaysia has continuously campaigned for Malaysian families to drink more milk. “We have several campaigns each year to encourage and remind Malaysian families to drink milk at breakfast, and children and young teens to take milk as an afternoon snack along with physical activities,” explained Ng.

Breakfast is the most important meal of the day and Dutch Lady Malaysia has been working with nutrition experts from Nutrition Society Malaysia and Universiti Kebangsaan Malaysia to highlight the importance of including milk at the first meal of the day to help meet daily recommended intake (RNI) of essential nutrients.



Dutch Lady Malaysia is also active in schools to inculcate healthy lifestyle habits among young Malaysians through *Drink.Move.Be Strong*, a campaign that advocates drinking 2 glasses of milk and doing at least an hour of physical activities a day. The company has been educating primary and secondary students through nutritional talks and other engaging activities to help them build healthy lifestyle habits since 2010 with the help of the education ministry.

“At Dutch Lady Malaysia, we believe in building strong families, both physically and emotionally with the goodness of milk. As a company, we want to give the best values to them. While we educate consumers about the goodness of milk via our campaigns and activities, we also ensure our products deliver the highest quality. This is how we can sustain our position as Malaysia’s favourite milk brand,” said Ng.

For more information on Dutch Lady brands, please go to www.dutchlady.com.my.

About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is a leading dairy company in Malaysia. It is owned by one of the largest dairy cooperative companies in the world, Royal FrieslandCampina NV, a Dutch multinational dairy company.

Dutch Lady Malaysia was the first milk company to be listed on Bursa Malaysia in 1968 and the first to introduce Formulated Milk Powder for Children in Malaysia in 1988. Dutch Lady Malaysia, awarded as the Company of the Year 2014 by The Edge Billion Ringgit Club, manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following in brands like Dutch Lady and Friso Gold.

Through a unique collaboration between FrieslandCampina and four international research teams/universities, the South East Asian Nutrition Surveys (SEANUTS) study was commissioned to study the nutritional status and insufficiency thereof found to be present in South East Asian children up to 12 years old.

About Royal FrieslandCampina

Every day, Royal FrieslandCampina provides millions of consumers all over the world with food that is rich in valuable nutrients. With annual revenue of 11.4 billion euros, Royal FrieslandCampina is one of the world’s five largest dairy companies, supplying consumer and professional products, as well as ingredients and half-finished products to the food industry and the pharmaceutical sector around the world. Royal FrieslandCampina has offices in 28 countries and almost 22,000 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 19,244 member dairy farmers in the Netherlands, Germany and Belgium—making it one of the world’s largest dairy cooperatives.

For more information please visit: www.frieslandcampina.com.

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