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**DUTCH LADY MALAYSIA RE-LAUNCHES ITS NUMBER 1 BRAND IN  
READY-TO-DRINK MILK**

*New Dutch Lady PureFarm unveiled, anchoring in  
Royal FrieslandCampina NV's 140 years of Dutch dairy farming heritage and  
expertise*

**Kuala Lumpur, 19 March 2015** – Leading dairy producer Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) today re-launched its market leading ready-to-drink milk under the new name of Dutch Lady PureFarm with a refreshed packaging design. The name Dutch Lady PureFarm is inspired by the 140 years of Dutch dairy heritage and expertise of its parent company Royal FrieslandCampina to bring delicious, nutritious and quality milk products to consumers around the world and here in Malaysia.

For more than 50 years, Dutch Lady Malaysia has been committed to help Malaysians move forward in life with trusted dairy nutrition, leveraging on its Netherlands-based parent company's heritage and expertise in producing quality milk.

According to Anja Henze, Marketing Director of Dutch Lady Malaysia, Malaysians have loved the delicious taste of Dutch Lady ready-to-drink milk for many years, making it the number 1 brand in the category.<sup>1</sup> "With the nutritious goodness of milk, we are proud to be able to help Malaysian mothers build strong families along the way," she said.

Royal FrieslandCampina is one of the world's largest dairy cooperatives, owned by more than 19,000 member dairy farmers. Through generations of dedicated farming, member farmers have accumulated experience and refined skills and knowledge of producing quality dairy products that retain the delicious taste and nutritional values of milk to benefit families all around the world.

Dutch Lady Malaysia brings this commitment alive through Dutch Lady PureFarm, so that Malaysian families too can enjoy the same quality standards of milk that Dutch farmers share with their families.

Henze emphasised that Dutch Lady products are produced based on a singular global standard called FOQUS, developed at the company's Dutch headquarters. It is a holistic audit and inspection approach that covers every point of the supply chain, from raw milk to product and to distribution to the market.



“With FOQUS, strict requirements are enforced to ensure all our products and the way they are produced meet our own high standards on food safety, quality, labour safety and environment, just like those practised in the Netherlands,” Henze said.

All Dutch Lady products are produced with strict manufacturing processes that adhere to local and international laws and regulations.<sup>2</sup> They are also Halal-certified by JAKIM to give Muslim consumers peace of mind as they enjoy dairy nutrition.

On how milk can help Malaysia build strong families, Henze said: “Dutch Lady PureFarm is about the wholesome goodness of milk, and will help Malaysian mothers support the holistic development of strong families by providing essential nutrients that the body requires each and every day.”

Speaking at the unveiling of Dutch Lady PureFarm, Dutch Lady Malaysia’s Corporate Nutritionist Loo Mei Fong said that essential nutrients are nutrients that cannot be produced by the body, or at least not fast enough to meet our physiological needs. “We need to obtain essential nutrients from our food. They include protein which is essential for growth and development;<sup>3</sup> calcium, which aids in the development of strong bones and teeth;<sup>4</sup> Vitamin A which is essential for the functioning of the eyes;<sup>5</sup> Vitamin B2 that is needed for the release of energy from carbohydrates, fats and proteins;<sup>6</sup> and Vitamin D3 that helps in the absorption and utilisation of calcium and phosphorus,<sup>7</sup> ” said Loo.

Loo added that a recommended serving of two glasses of Dutch Lady PureFarm milk a day helps to fulfil an adult’s daily nutrient requirement, thus providing balanced nutrition for the family.

Dutch Lady PureFarm milk comes in a variety of delicious flavours, from Fresh milk, Full Cream milk and Low Fat High Calcium milk, to Chocolate, Strawberry and Coffee flavoured milk. It is available in three formats; UHT (ultra-high temperature)<sup>8</sup>, pasteurised and sterilized milk, and in various sizes.<sup>9</sup>

To celebrate the national launch of Dutch Lady PureFarm, a series of fun and exciting on-ground activities has been planned for the entire family. These activities will be held at LG floor Oval, 1 Utama Shopping Centre in Selangor (18 to 22 March); Queensbay Mall in Penang (26 to 29 March); and Mydin in Seremban 2 (1 to 3 May). There will also be roadshows happening nationwide.

For more details about Dutch Lady PureFarm products and roadshows, like our page on [www.facebook.com/spread.the.goodness.of.milk](https://www.facebook.com/spread.the.goodness.of.milk) or go to [www.dutchlady.com.my](http://www.dutchlady.com.my).



#### References and notes:

- 1: Dutch Lady is the number 1 brand in ready-to-drink milk category in Peninsular Malaysia. Source: Nielsen Retail Audit Peninsular Malaysia MAT Dec 2014 (Liquid Milk).
- 2: ISO and HACCP standards
- 3 – 7: MOH (2010). Guide to Nutrition Labelling and Claims (as at December 2010). Food Safety and Quality Division, Ministry of Health Malaysia, Putrajaya.
- 8: UHT or ultra-high temperature milk is an industry term for shelf safe milk. It refers to the ultra-pasteurization part of the process.
- 9: Refer to Product Fact Sheet

#### **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 Growing Up Milk 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 FrisoGold.

Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Surveys (SEANUTS) study in 2009, involving four countries – Malaysia, Indonesia, Vietnam and Thailand. SEANUTS is the largest and most extensive nutrition and health study ever done in South-East Asia, wherein 16,744 children up to 12 years old were surveyed over a four-year period.

More information can be found on [www.dutchlady.com.my](http://www.dutchlady.com.my).

#### **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](http://www.frieslandcampina.com).





**Issued by Dutch Lady Milk Industries Berhad**

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