

# press release

**For more information:**

Dutch Lady Milk Industries Berhad  
Corporate Affairs  
T 03-7953 2600  
[www.dutchlady.com.my](http://www.dutchlady.com.my)

## Dutch Lady Investigates Milk Batch

**PETALING JAYA, 13 February 2018** – Dutch Lady Malaysia confirms that it is currently investigating a case involving its Dutch Lady Curious (900g) product with the specific batch no. 1023C7WA.

The investigation was initiated in response to a health complaint lodged by a consumer and the incident has since triggered a widespread discussion and speculation on social media.

Upon receiving the complaint, Dutch Lady launched immediate action to contact the consumer and conducted internal checks. In line with its procedure, a sample of the product was obtained from the consumer and sent to both its internal lab and a certified independent laboratory for testing.

Dutch Lady has also met with the Ministry of Health and is working closely with them to resolve this matter. An announcement will be made when the full investigation has been completed.

“At Dutch Lady Malaysia, we take incidences like these seriously and reassure our consumers that their health and well-being is always our highest priority. At this point, our initial findings from the internal quality control process show that there are no quality deviations in the product and our milk is safe to be consumed,” said Tarang Gupta, Managing Director of Dutch Lady Malaysia.

### Concerns on Counterfeit Products

In light of recent questions raised on social media channels, Dutch Lady is also addressing speculations that have been brought up regarding its packaging.

Gupta adds, “We’re aware that inaccurate information has started spreading on social media as netizens share their concerns. In the interest of our consumers, we need to correct speculations that have mistakenly identified certain packaging details as counterfeit indicators.”

More/..



Dutch Lady would like to clarify that the below are all authentic Dutch Lady products:

- Batch codes beginning with 100, 101, 102 and 103
- Expiry dates that end with (R), (W1), (W2) and (W3)
- Packaging variants with both spellings of "Calcium" and "Kalsium"
- Packaging variants showing the FrieslandCampina logo with and without a white box

In the meantime, the public are advised not to make or spread false information that could cause further public distress unnecessarily. We encourage concerned consumers to verify their information with our careline before posting or sharing on social media.

For further questions on Dutch Lady products, please contact the Dutch Lady Careline at 1800-88-1191 or via email at [dutchladycareline@frieslandcampina.com](mailto:dutchladycareline@frieslandcampina.com).

For more information, please visit [www.dutchlady.com.my/milkbatchinvestigation](http://www.dutchlady.com.my/milkbatchinvestigation).

- End -

---

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

**Press contacts**

Shamsidar Yahya Nassim  
Dutch Lady Milk Industries  
T 03-7953 2600 603  
E [shamsidar.n@frieslandcampina.com](mailto:shamsidar.n@frieslandcampina.com)

Iskandar Fareez/ Henry Khoo  
Text100 Malaysia  
T 03-2282 2152/ 018-212 5155  
E [iskandar.fareez@text100.com.my](mailto:iskandar.fareez@text100.com.my)  
[henry.khoo@text100.com.my](mailto:henry.khoo@text100.com.my)

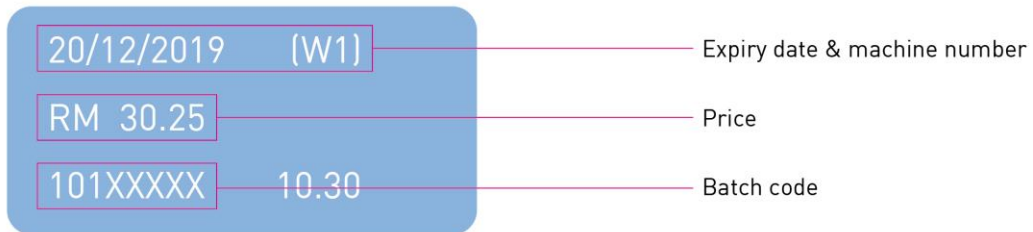


# Consumer Information



In light of recent questions raised on social media channels, Dutch Lady would like to address speculations that have been brought up regarding our packaging. We would like to clarify that the below are all authentic Dutch Lady products.

This is how to read the manufacturing information on our packaging.



20/12/2019 (W1) — Expiry date & machine number

RM 30.25 — Price

101XXXXX 10.30 — Batch code

## **Batch Codes beginning with 100, 101, 102 and 103 are all authentic.**

The code 100, 101, 102 or 103 is a running number. The batch number is determined by the entire 8-digit alphanumeric characters. Please refer to the example below.



\*Example only

## **Expiry dates that end with (R), (W1), (W2), (W3) are all authentic.**

The alphabet indicates the production line, for example (R) stands for Rovema, (W1) stands for Wolf, (W2) stands for Wolf 2 & (W3) stands for Wolf 3.



\*Example only

## **All product packaging with the “FrieslandCampina” logo on a blue background or a white background are authentic and are manufactured by Dutch Lady Malaysia.**



\*Example only

## **Consumer Information:**

We have updated packaging information for the "Dutch Baby®" product range and changed the 'Calsium' spelling to 'Kalsium'. Both versions are still in the market.