

Fonterra Lanka introduces new dairy product

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Fonterra Brands Sri Lanka has come up with another country first with its latest dairy innovation focused on heart health. Anchor Life low fat milk powder has been specially formulated with plant sterols to help reduce blood cholesterol and provide Omega-3 fatty acids, dietary fibre, and other important vitamins and minerals for heart health. It is the first specialised adult dairy product in Sri Lanka to include an ingredient that reduces blood cholesterol.



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The dairy co-operative introduced Anchor Life on the back of an Adult Market Usage and Attitude study in 2015, undertaken by TNS. The study revealed one of the key health concerns among ageing Sri Lankans was high cholesterol, among other issues such as blood pressure and high sugar intake.

During the World Heart Day last week, Managing Director of Fonterra Brands Sri Lanka and the Indian Subcontinent, Sunil Sethi introduced the new innovation during a panel discussion with Mahela Jayawardene, where panelists focused on the importance of combining good nutrition with healthy lifestyles for better heart health.