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Vietnamâ??s Nutifood and Australiaâ??s ViPlus Dairy introduce GippsNature Organic A2 to Vietnam

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Nutifood and ViPlus Dairy, a 130-year-old heritage dairy producer from Gippsland, Australia, have officially introduced the international nutrition brand GippsNature and its first strategic product, GippsNature Organic A2, to Vietnamese consumersâ??the first product of their international joint venture, ViPlus Nutritional Australia.

Following its debut, the joint venture targets revenues exceeding $33 million by 2026 and growing to $130 million by 2028, driven by expansion across Southeast Asia and key Middle Eastern markets.

Nutifood and ViPlus Dairy have just introduced the international nutrition brand GippsNature and its first strategic product, GippsNature Organic A2, to Vietnamese consumersâ??the first product under their international joint venture, ViPlus Nutritional Australia.

Representing the essence of Australiaâ??s â??nature-alignedâ?? nutrition philosophy, GippsNature Organic A2 is produced from Australian Certified Organic (ACO) A2 protein milk sourced from Gippslandâ??s lush pastures and free-grazing herds, combining natural purity with scientifically balanced nutrition tailored to Vietnamese families.

Following its debut, the two partners plan to expand the GippsNature portfolio to a full range of premium milk formulas and nutritional solutions for all life stages.

In addition to the establishment of ViPlus Nutritional Australia, with an initial investment of over $3 million (70 per cent from Nutifood and 30 per cent from ViPlus Dairy), Nutifood has invested an additional $230 million (approximately VND 6,000 billion) to expand its farms and factories in Gia Lai, Vietnam. It targets revenues exceeding $33 million by 2026 and growing to $130 million by 2028, driven by portfolio expansion across Southeast Asia (Malaysia, Indonesia, Cambodia, Thailand) and key Middle Eastern markets.