

Benefitt launches Thailand's first high-protein UHT milk in SIG's carton packs

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Benefitt, a new brand developed by Lactasoy Co. Ltd., has introduced Thailand's first high-protein UHT milk. The new Benefitt High Protein UHT Milk is filled in SIG SmallBloc 350 ml carton packs and is now available nationwide at 7-Eleven stores. With 31 grams of protein per pack, the product brings a new level of convenience to Thailand's growing demand for high-protein beverages.

Until now, high-protein milk in Thailand has mainly been available in pasteurised formats that require cold-chain distribution and have shorter shelf life. Benefit High Protein UHT Milk overcomes these limitations through aseptic processing and packaging, allowing consumers to enjoy high protein nutrition in an ambient, ready-to-drink format that fits easily into daily routines.

Made of high-quality ingredients, the product provides 31 grams of protein per 350 ml serving and is formulated to offer a smooth, low-viscosity texture that is easy to drink. It contains no added sugar and is suitable for a wide range of consumers, including those seeking convenient meal replacements, office workers looking for nutritious options, and health-conscious

individuals focused on protein intake.

The product is filled on a SIG Small 24 Aseptic filling machine, which supports 16 packaging options in terms of formats, volumes and openings, combined with unmatched quick volume and format changeovers. This flexibility enables beverage producers to introduce new formats without additional investment in new filling equipment. For Lactasoy, the solution offered the agility to expand into a new category with an ambient, ready-to-drink high-protein beverage.

“Our goal with Benefitt is to make high-protein milk accessible, convenient and enjoyable for consumers across Thailand. The UHT format allows us to deliver high nutritional value without the need for refrigeration, and the SIG packaging gives us a solution that is easy to carry, easy to drink and suitable for nationwide distribution,” said Phanwana Mahasup, Advertising Manager and Marketing Coordinator for Benefitt at Lactasoy.

“This launch shows how flexible aseptic filling technology can open new opportunities and help customers innovate and expand into new categories efficiently. By working closely with Lactasoy, we’ve supported the successful introduction of a high-protein UHT milk that reflects both evolving consumer needs and market growth potential,” said Vatcharapong Ungsrisawasdi, Regional Director for Thailand, Laos, Myanmar, and Cambodia at SIG.

The introduction of Benefitt High Protein UHT Milk represents a new step forward for Thailand’s beverage market. By combining nutritional innovation with ambient UHT technology, Lactasoy and SIG are helping create new opportunities in the growing high-protein segment.