

SIG partners with Seoul Dairy to launch Achimae Soymilk

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The soy milk drink with chickpea protein is designed to be served as a warm, on-the-go breakfast. It is the first product to be launched featuring SIG's microwaveable packaging since it was introduced last month.

According to SIG, the growth in vending walls and increased use of microwaves in home and office indicate the potential of beverages that can be reheated for consumption on the go. It hopes the packaging solution will open up a new channel for hot vending.

The morning chickpea drink, containing a blend of soy milk, fruit and vegetables, is currently sold online through home shopping channels and is now expanding into grocery and convenience stores.

It delivers high protein content with chickpeas, soymilk, cabbage, tomato, broccoli, carrot, apple and banana, blended together in a 200ml pack.