

Ecolean partners with Pakistan's leading milk brand PREMA

Ecolean has entered into an agreement with At-Tahur Ltd. purveyor of Pakistan's leading milk brand Prema to provide an ultimate packaging solution for the brand's premium fresh milk offering in the portion-sized segment, with Ecolean® Air 250ml. Ecolean has recently ex-tended its packaging facilities with a huge investment in Pakistan and this recent agreement is in line with its commitment to provide innovative and convenient packaging solutions.

Commenting on the achievement Mr. Kamran Khan, Regional Director, Ecolean Asia South & Middle East and Managing Director, Ecolean Pakistan (Pvt) Ltd. said "After being present on the Pakistan packaging market successfully for several years, this is Ecolean's first project within portion-sized packages for chilled distribution in the region. We are looking forward to following the Prema brand's future growth and are proud to be a part of making high quality milk more accessible".

The convenience features of the Ecolean package, celebrated by consumers around the world, fit the Pakistan market especially well. Being easy to open and easy to pour from, the package is perfectly suited for milk products poured into coffee or tea. The microwave ability adds to the list of unique features for every occasion. Entering a new segment with the smaller 250ml size, Prema will be available to a larger consumer group, buying fresh milk for on-the-go and individual servings.

"Prema's mission is to provide fresh, pure and healthy dairy products where every drop of milk can be traced back to source, and being able to serve it in a lightweight package with minimal environmental impact adds to our special offer for Pakistan consumers going for-



ward", according to Prema, "We knew we wanted to team up with Ecolean when first discussing the brand expansion. The package's premium image, intuitive convenience features and sustainability edge made it an easy choice and a perfect match for our brand"

The product is available across Pakistan from April 2018. ♦

MoU signing between Shangrila and Chef Maida

Shangrila (Private) Limited has recently appointed the popular Chef Maida Rahat Ali as its brand ambassador. The MoU was signed in the presence of media representatives on Saturday June 07, 2018 at a press conference held at [Creek Ramada, D.H.A], Karachi.

According to the deal, Chef Maida, as Shangrila (Private) Limited's brand ambassador, will be sharing her experience and expertise during various learning-and-awareness activities to be held by Shangrila.

Considered to be the youngest chef of Pakistan at the start of her career, Chef Maida is the daughter of seasoned Chef Rahat. Being trained in Singapore, Chef Maida is a specialist in presentation of vegetables and the preparation of Thai cuisine, and the current affiliation with Shangrila is a positive.



Shangrila (Private) Limited is one of the leading food and beverage companies of Pakistan which provide customers and consumers across the globe with great-tasting, Halal, hygienic (Tayyab), nutritious and convenient food, produced while meeting strenuous international quality standards using continuous research and development, at great value-for-money. Its brands Shangrila and Fruiti-O are even exported to more than 28 countries around the world. It aspires to become a Sharia-compliant, innovative, technologically-advanced organization while leading the way towards a better society.

The recent deal between Shangrila and Chef Maida is an effort to give more opportunities to the foodies to impart knowledge along with great tasting food. ♦