

Heritage Foods inaugurates UHT plant at Shamirpete Hyderabad



Heritage Foods, a leading pure-play dairy company offering milk and milk-based products, proudly announces the inauguration of the new Ultra High Temperature (UHT) Milk plant with latest SIG packaging technologies, at Sampanbole Village, Shamirpet Mandal, Medchal Dist., Telangana.

Incorporating a delectable array of offerings, the new plant will manufacture exciting flavors of Milkshakes, Flavoured Lassi, Rich Cold Coffee, Refreshing Buttermilk, Whey based Energy drink and UHT Milk. With SIG's fast and flexible filling system, the company will always be able to react quickly and efficiently to whatever trends are shaping the market. The manufacturing facility will be able to produce nine different SKU's from 80 to 200ml to reach diverse consumer groups and cover a wide range of price points.

Brahmani Nara, executive director commented, "At Heritage foods, we are committed to growing our Value Added Products aggressively and one of the most critical segments for driving growth is the Drinkables for us. In Drinkables segment, growth depends on innovation and distribution expansion and the interplay between the two. This is where the new Combibloc line from SIG is going to make a difference. With this line, we are able to create a wider range of portfolio in the Drinkables, and the variable pack sizes allow us to have the same product at multiple attractive price points and opening up newer consumer segments, which was not possible earlier."

Talking about the new plant, N Bhuvaneswari, vice-chairperson and managing director of Heritage Foods stated, "At Heritage Foods, our core promise is to delight our consumers with our products and deliver Health and Happiness. With the commissioning of the new SIG Combibloc line, we would be launching a wide range of products that cater to the numerous taste preferences of our consumers — from sweet and indulging milk shakes to refreshing spiced buttermilk. We value our partnership with SIG as we share common values of sustainability and convenience."