

Bringing greater convenience to milk product preparation in Thailand!
Cube-type Milk Product
Meiji GU FORMULA GOLD EZcube 3
Released for Sale in Thailand February 2022

From February 2022, Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda), through its group company, Thai Meiji Food, has commenced sales of Meiji GU FORMULA GOLD EZcube 3 in 448 g and 56 g sizes. This cube-type milk product is designed in accordance with international standards for essential nutrients for children aged one to three years, and has been highly acclaimed for its convenience in Japan.



Meiji GU FORMULA GOLD EZcube 3 448g
(5.6 g × 5 cubes × 16 sachets)
Sales price: 338 THB, including VAT (approx. 1,203 yen*)



Meiji GU FORMULA GOLD EZcube 3 56g
(5.6 g × 5 cubes × 2 sachets)
Sales price: 55 THB, including VAT (approx. 196 yen*)

*1 THB = 3.56 yen (as of February 25, 2022)

From 1968 to 2005, Meiji sold milk product to meet the needs of Thai customers. However, Meiji withdrew from the milk product business in 2005 due to the economic recession caused by the international currency crisis. During this time, Meiji continued to enjoy very high brand recognition in Thailand, due to the sale of milk, yogurt, and confectionery, and has long been considering the right timing to re-enter this market. Meiji believes that its unique cube-type milk product can bring greater convenience to Thai customers—for instance, addressing concerns such as "Measuring is a hassle," "The powder spills out during preparation," and "It's too bulky and inconvenient to carry around"—which differentiates Meiji from its competitors. With this in mind, Meiji has decided to re-enter the milk product market in Thailand.

Thus, Meiji has launched two cube-type milk products in Thailand: Meiji GU FORMULA GOLD EZcube 3 448g and Meiji GU FORMULA GOLD EZcube 56 g. These products contain vitamins and minerals difficult to obtain through dietary means, as well as docosahexaenoic acid (DHA), nucleotides, and fructooligosaccharides, which are important for children's development. In addition, this cube-type milk product is convenient—it does not require measuring, does not spill, is hygienic, and is easy to carry around—thereby addressing some concerns during preparation of milk products, especially for working mothers and their families, and helping make raising children easier and more pleasant.

With the launch of this product, Meiji is pleased to contribute to making childcare easier for its customers in Thailand and to elevate the value of the Meiji brand.

■ About Thai Meiji Food

Description of business

Import and sales of confectionery and other products

Location

252/95 Muang Thai-Phatra Complex Tower 2, 18th Floor (Unit A&B)
Ratchadaphisek Rd., Huaykwang, Bangkok 10310

Company URL

<http://www.meiji.co.th/>

