

Dutch Lady Milk Industries Berhad (DLMI) is a leading dairy company with a multinational management framework that focuses on maintaining a strong local presence to remain close to our consumers in Malaysia. As one of the leading dairy companies in Malaysia, we strive to continue providing better nutrition for the nation and to continuously help build a stronger Malaysia for generations to come.

We are committed to continuous improvement. That is why our packaging has been enhanced to reflect valuable consumer feedback. The changes made to our entire Dutch Lady® Growing Up Milk range:

- (i) New halal logo
- (ii) Modified artwork



NEW

NEW HALAL LOGO



The change in the halal logo is due to a new Memorandum of Cooperation (MOC) between JAKIM (Department of Islamic Development Malaysia) and BPJPH (Indonesia's Halal Product Assurance Organising Body), which requires all products manufactured in Indonesia to use the Indonesian halal logo. Despite this change, our products continue to meet the highest halal standards.

MODIFIED ARTWORK

The updated artwork on the Dutch Lady® Growing Up Milk range's packaging enhances overall appeal. In addition, the unique selling point of 'Minda Cergas' is also introduced to highlight the benefit of this range.

FREQUENTLY ASKED QUESTIONS

1. What is the difference between the old and new packaging?

As part of our commitment to continuous improvement, all packaging artwork for the Dutch Lady® Growing Up Milk range has been updated to enhance overall appeal.

In line with standards set by Codex and local regulations, the recipes for Dutch Lady® 123 Plain and Honey have been revised to meet nutritional requirements. However, the recipe for the other variants remains unchanged.

2. Why is there a change in serving size from 40G to 35G in Dutch Lady® 123 Plain and Honey?

The reduction in serving size is to ensure compliance with the revised international regulatory guideline (Codex), which stipulates lower energy and protein provision.

3. Are the products with updated artwork manufactured at the same place/location?

Yes, they are manufactured in Frisian Flag, Indonesia.

4. Are the products with updated artwork halal certified?

Yes, we are committed to ensuring all Dutch Lady® products are halal certified.

5. Why is there a change in the halal logo?

There is a new Memorandum of Cooperation (MOC) between JAKIM (Department of Islamic Development Malaysia) and BPJPH (Indonesia's Halal Product Assurance Organising Body) that requires all products manufactured in Indonesia to use the Indonesian halal logo.

6. What is Codex?

Codex is a collection of international standards, guidelines and codes of practice to protect the health of consumers and ensure fair practices in the food trade. Codex standards are used worldwide to harmonise national food safety regulations and are adopted by 180+ countries, including Malaysia.