

[Press Release]

New Fresh Vitasoy Plant+
*The Freshness and Milky Texture that
Bring a Whole New Taste Experience*



Hong Kong, 5 September 2022 – With our ongoing commitment to plant-based product innovation, Vitasoy International Holdings Limited (“Vitasoy”) is leading a new way again to enjoy plant milk with the launch of Fresh Vitasoy Plant+ range, which is specially formulated to offer consumers an exceptionally FRESH, smooth, and great taste experience. With its milky and delicious taste, Vitasoy Fresh Plant+ is the ideal and irresistible choice for anyone who looks for a fresh, premium plant milk product.

High Quality Fresh Plant-based Milk with a Smooth and Milky Texture

The new Fresh Vitasoy Plant+ range includes Fresh Oat Milk and Fresh Almond Milk which are high quality products. Made from 100% oats or almonds¹, Fresh Vitasoy Plant+ range brings consumers the goodness of plants in fresh format, with zero cholesterol, low sugar and high calcium. Fresh Vitasoy Plant+ is perfectly versatile and always deliciously fresh and milky!

The new range is freshly made in Hong Kong, with no added preservatives or flavours. It allows consumers to enjoy plant-based milk without compromising on taste and

¹ Refers to the oat or almond ingredient used in the product



texture, making it a great drink to be consumed as part of a plant-based lifestyle and balanced diet for good health and sustainability.

Ms. Tinny Chan, Dietitian and Group Nutrition Manager at Vitasoy, advises, "Adding fresh plant milk to our daily diet is a delicious way to enjoy plant-based goodness. For instance, Fresh Vitasoy Plant+ Milk is perfect for breakfast cereals or smoothies by adding a milky taste and creamy texture to the recipe, while providing a great amount of important nutrients such as calcium and vitamin D."

Join Us to Experience the Fresh Taste of Fresh Vitasoy Plant+

Vitasoy is going to organise tasting events to let consumers experience the fresh taste of the new Fresh Vitasoy Plant+ range. Free samples will be distributed at different locations including Central, Kwun Tong, Tsim Sha Tsui, Sheung Wan and other places. Please stay tuned to our Instagram for more details:

<https://www.instagram.com/vitasoy/>.



For more information about Fresh Vitasoy Plant+, please visit:

Facebook: <https://www.facebook.com/VitasoyCalciPlusHK>

Instagram: <https://www.instagram.com/vitasoy/>

Vitasoy website: www.vitavitasoy.com

Follow us at: [#VitasoyPlantMilk](#) [#VitasoyPlantPlus](#) [#FreshVitasoyAlmondMilk](#)
[#FreshVitasoyOatMilk](#) [#FreshlyMadeinHK](#)



Download photos:

<https://drive.google.com/drive/folders/1m73EUIZsLzVHhfcOc6Sbgxzx21wMe5Cp?usp=sharing>

New Fresh Vitasoy Plant+

Fresh Vitasoy Plant+ range is freshly made in Hong Kong with no added preservatives and flavours, offering a smooth and milky texture that is so delicious and healthy!



- ✧ Freshly made in Hong Kong
- ✧ Made from 100% oats/almonds* (heart-healthy grains/nuts*)
- ✧ Smooth and milky texture
- ✧ High calcium
- ✧ Low in sugar
- ✧ Rich in Vitamin D that helps with calcium absorption
- ✧ No cholesterol
- ✧ No lactose
- ✧ No added preservatives



** Refers to the oat / almond ingredient used in the product*





About Vitasoy

Vitasoy International Holdings Limited is a leading manufacturer and distributor of plant-based food and beverages. Established in 1940 by the late Dr. Kwee-seong Lo in Hong Kong China, the Company strives to promote sustainable plant-based nutrition through provision of a variety of high-quality products with Nutrition, Taste and Sustainability as the guidelines for its portfolio offerings. Currently, Vitasoy has operations in Hong Kong China, Mainland China, Australia, Singapore and the Philippines. Its products are available in about 40 markets worldwide.

Vitasoy is listed on the main board of the Hong Kong Stock Exchange (00345.HK) and included as a constituent of MSCI Hong Kong Small Cap Index, Hang Seng Stock Connect Hong Kong Index, and Hang Seng Stock Connect Hong Kong Big Bay Area Index, and Hang Seng Corporate Sustainability Benchmark Index, and Dow Jones Sustainability Indices - Asia Pacific, among others. Vitasoy website: www.vitasoy.com

Follow us on LinkedIn: [@Vitasoy International](https://www.linkedin.com/company/vitasoy-international)

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