

Vinamilk becomes Asia's first purity award 2022 winner

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Vinamilk, Vietnam's leading dairy brand, announces that Vinamilk Optimum Gold - manufactured in Vietnam, is the first dairy formula milk product in Asia that was awarded the Clean Label Project Purity Award 2022.

This is a testament to Vinamilk's pioneering efforts to keep pace with the world's highest standards and demonstrates its persistence with the uncompromising philosophy of quality for Vietnamese children's products. Vinamilk's representative also added that the company is currently submitting evaluation documents for other Vinamilk products to raise the quality standards of its entire children's products portfolio.

"Prestigious awards, such as the Purity Award, require our production not only to adhere to strict ingredient end-to-end safety standards from raw materials to the final products but also to ensure full packaging information transparency. This achievement is a great encouragement to Vinamilk in striving towards its commitment to bringing nutritional products of international standards to Vietnamese people, especially children," shared Nguyen Quoc Khanh, Executive Director of R&D at Vinamilk.

Jaclyn Bowen, Executive Director of Clean Label Project, further explained, "The awards are given by CLP to brands whose products emphasise the purity of ingredients. We greatly appreciate the efforts of businesses like Vinamilk in setting higher standards for milk products for children."

In addition, two other fresh milk products, Vinamilk Green Farm and 100 per cent Organic are also the first fresh milk products in the world to achieve the Clean Label Project certification for brands that not only have increased transparency but are also forthright in product labelling. With these, Vinamilk is now the first brand in Asia that owns both fresh milk and baby formula with certifications and awards from the CLP.