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Warsaw, Poland

Royal Milk – top dairy brand from Agus at Anuga 2023

One of the largest international food trade fair Anuga begins on October 7th. Among this year's exhibitors, Agus, a food and beverage company, will present its broad portfolio. A wide range of dairy products, led by Royal Milk, will be on display at stand 10.1 | H20.

During the fair, the company will present entire range of dairy products, including flagship fat filled milk powder Royal Milk.

- Presence at Anuga is an excellent opportunity to take a look at the latest trends in the food industry, as well as to maintain current and establish new business relationships. Our experts will be happy to answer any questions about our products, quality standards or distribution network, says Jarosław Bańda, Agus Communications Director.

Experience is a guarantee of top quality

One of the best-known Agus' brand is Royal Milk. This is a premium fat filled milk powder fortified with vitamins and minerals. It is available in regular and instant versions and is perfect for variety of applications, including dairy, confectionery, as well as beverages, cakes and ice cream. Thanks to its exceptional protein functionality, Royal Milk is also ideal for homemade yoghurt (lait caillé). The brand has been on the market since 2010 and is particularly appreciated by customers in Africa and the Middle East, due to its increased yoghurt yield outcome.

- There is no doubt that our 25 years of experience in the dairy industry is a guarantee of the highest quality of our brands. Detailed analysis of the market, control of manufacturing processes and the search for innovative solutions are designed to bring benefits to our customers. We do our best to adapt our offer to the changing needs of the market, which is why we continue to develop our brands, assures Jarosław Bańda.



In addition to Royal Milk, Agus dairy portfolio includes *inter alia* Majestic, a budget version of fat filled powder. It has a delicious taste and excellent solubility, both hot and cold water, so it can be consumed in a variety of conditions. It can be also used in confectionery or bakery.

- *In a high inflation era, as a company committed to providing access to quality food and beverages, we are obliged to include in our offer cost-efficient alternatives, adds Bańda.*

Agus also offers s high-quality products in the category of beverage and snacks. It's Hello Day! brand, which is constantly being improved and developed. The brand's main products are natural smoothies and honey and nut bars, which will soon be joined by innovations form plant-based category. The company's second stand 8.1 | B70/B78 will be dedicated to these products, where visitors will be able to learn more and talk with Agus experts.

Agus is the food and beverage company, leading in dairy, beverages, snacks, and many more on the radar. We want to bring food and beverages to all people. Our DNA is to win hearts of our customers around the world by innovating and creating food and beverage products that meet their everyday needs and desires. Our recognized international and regional brands include Royal Milk, Olimp Milk, Diamond Milk, Imperial, Pride, Majestic, Milmo, Milky and Hello Day!. Operating areas are Africa, Central America, the Middle East and Europe. More at AgusGlobal.com.