

Introducing the Goodness of our Nation's Premium Milk through Ambewela Kiddos

Our kids are the joy and treasure of our lives and **they are the future of our nation**. Their health and wellbeing is priority as we nurture them and watch them grow and achieve their dreams and ambitions in life. When it comes to their wellbeing, nutrition plays a pivotal role. It is essential for both their physical and mental development and it gives them the energy **to be competitive** at school.

However, with the fast-paced lifestyles and busy schedules of today's world, ensuring that their children receive the right nutrition in the right quantities at the right time can be challenging for most parents. While it is tough to find a one stop solution when it comes to a balanced diet comprising of all the essential nutrition required for their growing age, the closest alternative is the age old meal in a glass which is none other than fresh milk.

Milk contains a number of nutrients that are important for a growing child; including calcium, protein, **carbohydrate**, iodine, potassium, phosphorus and important vitamins of B group in addition to A & D **which makes milk the most essential food for children**.

Introducing their latest **addition specially for kids**, Lanka Dairies (PVT) Ltd launched *Ambewela Kiddos*; bringing the nation's premium milk to children of Sri Lanka in **three delicious flavours**. **Kids can enjoy the milk as it is or chilled safely unlike pasteurized milk**. The **great** taste of *Ambewela Kiddos*, which has a special appeal to the taste buds of children, **has added vitamin A, B1, B2, B3, B12 and D** in addition to all the other nutrients that is found in fresh milk. The pack which is easy for kids of all ages to grip and handle has been introduced in a pioneering serving size of 160ml for the first time in the country. **The package is very attractive for kids, easy to grip and handle, safe, no spillage and just in the correct size which comes with sterilized hygienic straw**.

Expressing his **thoughts on behalf of the product development team**, E. M HEMARTHNA GENERAL MANAGER of Lanka Dairies said, "Ambewela has always believed in providing the nation's premium milk to the citizens of our country **in a range of dairy products to delight their needs**. Our latest product, Ambewela Kiddos, has been tailor made to suit the taste palate of Sri Lankan kids, with their nutritional requirements in mind. **Added** with essential vitamins that are required for their growing age, the product is a healthy and convenient solution for parents to meet the daily nutritional requirements of their children at an affordable and competitive price."

Ambewela Kiddos which has been specially developed for kids between the ages of 3 and 12 in mind but parents also could enjoy this super milk product as a nutritional thirst quencher. **The Milk** comes from Sri Lanka's very own Ambewela dairy farms in Ambewela and Pattipola. Spread over an area of 1185 acres in the cool and wholesome climate of the hill country, the farms are located at an elevation of 6,000 feet from sea level. This makes the climate of the farms suitable for both the upbringing of healthy milk cows and also for growing nutritive green pastures. The farms are home to over 2000 cows who graze freely and comfortably on the pasturelands. Furthermore, the animals are cared for by a team of internationally trained professionals who are dedicated to their task and every milk cow on the farm is continually monitored to ensure their health and suitability for milking.

And it does not stop there. The Ambewela team also ensures that the quality and the freshness of milk are retained throughout the entire production process; from grass to udder to pack and beyond. In addition to safeguarding the nutrition and health of the cows at the Ambewela farms, stringent processes are in place to rapidly cool, store, transport and pack the milk swiftly and seamlessly preserving its goodness.

Furthermore, to guarantee the safety, freshness and taste is preserved, the milk is treated at 140 centigrade degrees for just 4 seconds (Ultra High Temperature or UHT), instead of **conventional** sterilization which destroys nutrients and leaves a burnt taste. **The Product is manufactured using high quality ingredients from internationally accepted suppliers without adding any artificial flavours or preservatives and it's packed in six layer Tetra pak where the product can be stored for six months in ambient temperature without refrigeration.**

Over the past decade, Ambewela has grown to become the leading **brand in the dairy sector**, known for its freshness, quality and nutrition among Sri Lankan households. The latest addition to the Ambewela family, Ambewela Kiddos, is yet another wholesome product of goodness for the children of our nation derived from the nation's best farms.

At Ambewela their passion is to manufacture and market a range of premium dairy products to build a healthier nation and it is their pride to launch this valued product to Sri Lankan kids on this special day that has been their aspiration to continuously grow towards achieving total excellence.