



Baladna Launches Qatar's First Locally Produced Long-Life Milk

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Baladna Food Industries, Qatar's largest producer of fresh dairy, commenced its third phase with the launch of the country's first UHT (Long-Life milk) line. The new state-of-the-art UHT production line aims to help Qatar move closer to achieving self-sufficiency and food security.

A true Qatari flagship brand, Baladna is now expanding its business into a new phase to build its product portfolio. With an investment of approximately 21 million Qatari Riyals, the UHT line is looking to produce an average of 80 tons of long-life milk daily. Baladna has sourced and installed the best new generation automated production lines from Europe and used SIG Germany to produce the special Combibloc packaging for the product.

In response to the growing demand for long life milk in the country, Baladna is all set to become Qatar's FIRST local producer of UHT Ultra high-temperature Pasteurization. Commenting on the occasion, Mr. Moataz Alkhayat, Chairman of Baladna Food Industries Co. W.L.L said, "This is an exciting new phase for us at Baladna and we are proud to be the first and only long-life milk producer in Qatar".







Baladna's UHT milk is the first one to be produced locally, and from a farm only 60 kms away from Doha, making it a preferred choice owing to its freshness quotient. So far, all UHT milk in the market was being imported mainly from Europe with many of them made from Powder Milk.

"Innovation has always been at the heart of what we do in Baladna and enabling the country's first UHT milk line is only the beginning of our expansion journey. With nearly 20,000 Holstein cows in our barns, we have the capacity to expand our product portfolio, leading to a range of new healthy products in the market", added Mr. Moataz Alkhayat.

UHT (Long-Life) milk will be available in the retail stores in phases, there will be both formats 1 Liter and 200ml. Products will be available on the supermarket shelves from today.

Since its inception in 2014, Baladna has been investing in the best quality management systems, people and processes. Internal audits, corrective measures and preventive actions have helped the dairy producer maintain global quality standards consistently. The brand's core values dovetail with Qatar's National Vision 2030 to meet the aspirations of the Qatari community, while also being a symbol of national pride for Qatar.

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