



PRODUCT GLOSSARY



With the core concept of 'PURE MILK STRAIGHT FROM THE LAND OF PURITY' behind the inception of our company, we are still delighting our consumers with what we started in 1992 through innovative thoughts on product development, combined with culinary expertise.

Our guiding approach is to maintain 'zero' tolerance to protect the natural goodness of dairy and any products we produce for our valued consumers. We always seek the best, be it machines, materials or people working behind the scenes. Our brands reflect the taste of purity and novelty.

Dairy category

As the country's leading dairy company, we have Bangladesh's most valuable brand portfolio, delighting our consumers through exceptional wettability, dispensability and solubility for fast, easy reconstitution through a range of products such as Diploma, Red Cow Nutrified, Calci-Pro Hi Calcium Low Fat Milk Powder, Shape Up Low Fat High Protein Milk Powder, Farmland Super, Farmland Gold, Farmland and Red Cow Butter Oil.

Non-dairy category

Keeping in mind consumer needs and demands, we are delighted to have set foot in the non-dairy category with a wide array of products such as Doodles Instant Noodles, Doodles Stick Noodles, Poppers, Detos, Spicy Potato Sticks, Crackers King, Toi-Moi and Yokozona.

**'PURE MILK STRAIGHT
FROM NEW ZEALAND,
THE LAND OF PURITY'**

Acclaimed by industry professionals. The goodness of milk along with vitamins and minerals comes together in a beautiful creamy texture to create perfect delicious desserts for any occasion.





DIPLOMA[®]

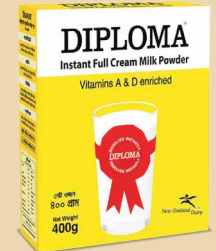
Instant Full Cream Milk Powder

Diploma is the country's favorite full cream milk powder brand, a dessert expert and acclaimed by industry professionals. The goodness of milk along with vitamins and minerals comes together in a beautiful creamy texture to create perfect delicious desserts for any occasion.

PRODUCT CHARACTERISTICS:

- Enhanced functional properties
- Enhanced physical properties
- Fortified with vitamin A and vitamin D
- Contains soya lecithin
- Rich creamy flavor
- Good flow properties

Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (L X W X H)	Shelf Life
Instant Full Cream Milk Powder	1kg	12	12kg	482×377×218 (±3) mm	15 months
	500g	24	12kg	459×279×335 (±3) mm	15 months
	400g	24	9.6kg	581×320×208 (±3) mm	15 months
	200g	60	12kg	445×310×336 (±3) mm	15 months
	100g	120	12kg	540×348×280 (±3) mm	15 months
	50g	240	12kg	543×420×278 (±3) mm	15 months



DIPLOMA[®]



FARMLAND[®]

FULL CREAM MILK POWDER

Farmland is a wholesome addition to desserts and sweetmeats, made from fresh and selected cow's milk straight out of New Zealand. It stands out with its near perfect combination of taste and nutrients like vitamin A, E & C. For preparing milk-based culinary items, Farmland is the top choice of many top restaurants, hotels and dessert shops all over the country.



Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (L X W X H)	Shelf Life
Regular Full Cream Milk Powder	2kg	6	12kg	450×340×262 (±3) mm	15 months
	1kg	12	12kg	482×377×218 (±3) mm	15 months
	500g	24	12kg	459×279×335 (±3) mm	15 months



FARMLAND[®] GOLD

Instant Full Cream Milk Powder

From selected cows gazing on the meadows of New Zealand, Farmland Gold is an affordable high quality milk that is a perfect match for your dairy experience. This easily affordable milk is a healthy supplement for your family's sustainability. Enriched with vitamins and minerals, Farmland Gold is as tasty with your morning cereal as it is in a cup of tea.



Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (L X W X H)	Shelf Life
Instant Full Cream Milk Powder	500g	24	12kg	459×279×335 (±3) mm	15 months
	400g	24	9.6kg	581×320×208 (±3) mm	15 months
	250g	48	12kg	445×340×272 (±3) mm	15 months
	25g	240	06kg	545×364×196 (±3) mm	15 months



Calci-Pro™

Hi Calcium
Low Fat Milk Powder

Calci-Pro high calcium milk powder is an expert in bone nutrition. Calci-Pro is the leading high calcium milk in Bangladesh which has been specially formulated to help Bangladeshi's move as young as they feel with nutrients to support healthy muscles, joints and bones for an active lifestyle. It helps you fight osteoporosis. Calci-Pro has been fortified with vitamins and minerals that can help support cognition, strong bones and teeth, and optimal maternal health. Along with the natural goodness of milk, this instantised milk powder is fortified with:

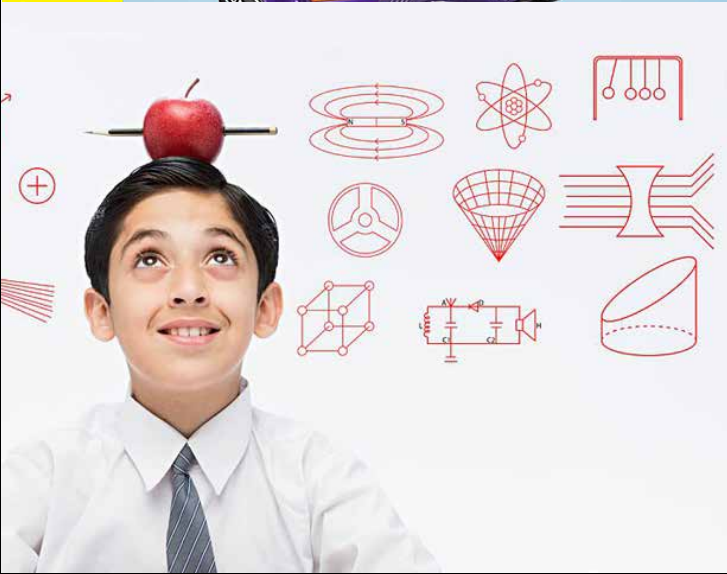
- Calcium • Vitamin D
- Iron • Vitamin A • Vitamin C
- Vitamin E • Vitamin K
- Folate • Magnesium
- Zinc • Protein

Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (LX WX H)	Shelf Life
Hi Calcium Low Fat Milk Powder	400g	24	9.6kg	640×310×235 (±3) mm	15 months
	200g	36	7.2kg	580×347×207 (±3) mm	15 months





**"its upgraded formulation
FORTIFIED+ contains more
IRON and ZINC."**





RED COW™
NUTRIFIED

Instant Full Cream Milk Powder

RED COW has been a favorite since the 1980s and loved by Bangladeshis for generations. Collected from selected cows grazing on the fields of New Zealand, Red Cow provides the natural goodness of milk to its consumers.

In its upgraded formulation FORTIFIED+ contains more IRON and ZINC that support optimal cognitive and immune health. The new formulation has been fortified with 40 times the Iron and 1.5 times the Zinc, Calcium, Vitamin A, D, C and high quality dairy protein which supports optimal bone health.

IRON AND ZINC SUPPORT OPTIMAL BRAIN FUNCTION:

We understand that nutritious food is also essential for the brain. The brain consumes an enormous amount of the body's total energy needs when compared to its size - and deficiencies in certain nutrients can lead to the disruption of the brain's essential cognitive processes. Cognition includes a variety of brain-related functions including:

- Memory • Attention and concentration • Alertness • Learning • Intelligence
- Language • Problem solving

In order for these processes to work effectively, a healthy balance of nutrients is required; both Iron and Zinc are essential for cognition.

Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (LXWXH)	Shelf Life
Instant Full Cream Milk Powder	1kg	12	12kg	482×377×218 (±3) mm	15 months
	350g	24	8.4kg	581×320×208 (±3) mm	15 months





Farmland Super is the best choice of milk to make sure your family is always getting proper nourishment. Fat filled milk powder provides families with all the goodness of milk powder at an affordable price, as an alternative source of dairy nutrition. Kick start your day with the healthy choice of Farmland Super that helps you stay active all day. Farmland Super fat filled milk powder is directly sourced from the land of purity, New Zealand.

PRODUCT FEATURES:

- High quality ingredients - Fonterra™ food safety and quality standard.
- Fortified with vitamins A and D.
- Contains milk protein at a typical level of 24.5% and typical fat content of 28.5%.
- High quality ingredients from New Zealand.
- Excellent yield in artisanal yoghurt applications.

Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (LXWXH)	Shelf Life
Fat Filled Milk Powder	500g	24	12kg	459×278×335 (±3) mm	15 months
	20g	240	4.8kg	459×279×335 (±3) mm	15 months





One of the most common problems after surviving at 30s is we start to lose fitness. Being a Low-fat milk with high protein intake, Shape Up fills the basic needs of your body without the fat of regular milk. It contains high protein that plays an important role in developing muscles and skin tissue.



Maintaining healthy weight

- Keeping your skin looking fresh and youthful.
- Reproductive issues, anything from getting pregnant—or not—to finding a birth control method that matches your lifestyle.
- Preventing bone loss.
- Reducing stress.
- Respiration by contraction of muscles.
- Low Fat Milk is associated with decreased risk of Type - 2 Diabetes.
- Low Fat Milk is part of heart-healthy diet, protecting against heart disease, stroke and reduces the risk of high blood pressure.



Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (LXWXH)	Shelf Life
Low Fat High Protein Milk Powder	400g	24	9.6kg	640×310×235 (±3) mm	15 months
	200g	36	7.2kg	580×347×207 (±3) mm	15 months



RED COW[®] BUTTER OIL

Red Cow Butter Oil contains 99.3% milk solid that turns any traditional food item into an exceptional one. The purity of Red Cow Butter Oil has been appreciated by millions of families for generations. It is very close to their heart and lights up any occasion. Red Cow Butter Oil is not only popular in households, but also preferred by cooking professionals.



Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (LXWXH)	Shelf Life
Butter Oil	900g	18	16.2kg	333×322×320 (±3) mm	15 months
	400g	24	9.6kg	430×320×190 (±3) mm	15 months
	200g	48	9.6kg	313×312×260 (±3) mm	15 months



**KRACKERS
KING**

If you want to make any party a hit, you must have chicken, cheese and french fries. That is why the king of the party is Krackers King which is the heart of your hangouts or outings. Krackers King lets you explore the experience that plays out between supreme taste & flavor.

Krackers King crackers is produced with perfect crispy potato flakes, healthy tapioca starch & vegetable oil. Made from fresh wheat flour, onion powder, healthy tapioca starch & vegetable oil and the perfect seasoning combination, Crispy Angle carries the delectable taste & unique flavors which make you keep wanting more. It delivers a delightful, rich & flavorful treat that you cannot resist.

Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (LX*WXH)	Shelf Life
French Fry	15gm	88	1.32kg	57*31 in	6 months
	25gm	88	2.2kg	57*31 in	6 months
Crispy Angle	15gm	88	1.32kg	57*31 in	6 months





Detos™

Tortilla Chips

Detos aren't just chips, they're the tortilla shaped fuel that adds to the fire of adventure and passion that burns within hearts. You are a dreamer who is not afraid to speak your mind, you work hard to shine the brightest, and do the things you love with absolute love. Every bite marks a step in a bold new world, a world that radiates creativity and righteousness. Are you prepared to be thrilled? Life is just a bite away.

Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (LXWXH)	Shelf Life
Chicken Wings Chips	30gm	88	2.64kg	57*31 in	6 months
Tomatina Chips	30gm	88	2.64kg	57*31 in	6 months





**"Detos fuels the fire of adventure
and passion that burns
within hearts."**





Doodles instant noodles gives your fussy eating kids something tasty to look forward to. Kids' love the irresistible taste of Doodles instant noodles that kills their boredom and provides iron, iodine, calcium and many other nutrients.

Doodles masala noodles

These delicious masala flavored noodles are a classic snack or meal that directly transport your taste buds back to the spicy realm of taste. If you like Doodles Masala flavor, why not try Doodles Chicken Curry flavor!

Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (L X W X H)	Shelf Life
Masala Flavor & Chicken Curry Flavor	62 gm	96	5.95kg	496x326x246 mm	6 months
	248gm	24	5.95kg	496x326x246 mm	6 months
	496gm	12	5.95kg	496x326x246 mm	6 months
	744gm	8	5.95kg	496x326x246 mm	6 months





POPPERS

Light and crispy corn coconut puffs made with fresh milk, butter and corn that give you a smooth buttery taste. Deliciously seasoned with corn, vegetable oil, butter & spice; Poppers is the ultimate tasty snack for enjoying anytime, anywhere.



Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (L X W X H)	Shelf Life
Corn-Coconut	25gm	88	2.2kg	57*31 in	6 months
B-B-Q	25gm	88	2.2kg	57*31 in	6 months
Choco Ring & Cheese Ring	30gm	88	2.64kg	57*31 in	6 months



The taste of delicious potatoes with a kick of spice that makes your moments come alive. Spicy Potato Sticks adds life to your hangouts. Take your friends out and prepare for a journey to the center of the realm of potato, spice and everything nice!



Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (L X W X H)	Shelf Life
Spicy Potato Sticks	15gm	88	1.32kg	57*31 in	6 months



The Japanese essence of Yokozona lies in the heart of a party where good times and colorful lights come together in harmony. Whether we engage in conversations, share stories or just have a good laugh, Yokozona only makes the time more memorable with its great taste.

Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (L X W X H)	Shelf Life
Salty savory flavor	60gm	48	2.88kg	59*33 in	6 months





Toi-Moi

Wafer Biscuit

Toi-Moi is a premium brand of wafers that are filled with layers of rich chocolate, vanilla & strawberry cream. The crunchy texture with delicious blend of wafer and cream gives your tastebuds an intense and sensational experience.

Toi-Moi Barz

The crispy, creamy Toi-Moi Barz wafer biscuit with yummy taste. The flavor of our Toi-Moi Barz Wafer Biscuit is the classic form of three layer wafer which is extraordinarily delicious.

Toi-Moi Rock & Roll

The crispy, creamy Toi-Moi Rock & Roll stick wafer with yummy taste. If you like for your life to be delightful, you should definitely try Toi-Moi Rock & Roll stick wafer.

Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (L X W X H)	Shelf Life
Barz- Flat wafer	12gm X 18pcs Jar	8	1.73kg	409x209x209mm	6 months
Rock n Roll- Stick wafer	98gm X 6 pcs	6	3.53kg	299 x279x224 mm	6 months
	115gm	24	2.76kg	359x234x244mm	6 months



স্বাদে সুস্বাস্হ্যে

ডাইজেস্টিভ বিস্কুট





world-class processing and packaging machine like- HAAS and BOSCH goes into making BelleAme biscuits.

BelleAme

BelleAme is a premium biscuit brand by New Zealand Dairy Products Bangladesh Limited under non-dairy category products. Finest raw materials, European formulation for best taste in biscuit, world-class processing and packaging machine like- HAAS and BOSCH goes into making BelleAme biscuits. Under the mother brand BelleAme, there are 9 types of biscuits- Digestive, Energy GO, Cremo, Crush, True Marie, Sweet Blaze (Caramelized Cracker), Cream Cracker, Soda Cracker and Dingo. BelleAme has targeted to introduce new taste of biscuit in BD market and is looking forward to coming up with innovative variant and flavor to grab market attention.

BelleAme Digestive

This digestive genre biscuit is high in dietary fiber and has goodness of whole meal flour skim milk powder and more. Each BelleAme Digestive biscuit (11.3g) contains 59 Kcal and per pack contains 708 Kcal. This semi-sweet crunchy biscuit is a nutritional punch to snack on. It is sometimes taken with tea/coffee. Once dunking in coffee/tea, it needs to be taken out and eaten quickly. Because when it gets wet, it has a tendency to disintegrate.



Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (LXWXH)	Shelf Life
BelleAme Digestive	135g	12	1.62kg	220x200x140 mm	6 months

BelleAme ENERGY GO

This highly energizing and glucose based biscuit has vanilla, milk and butter flavor. Each Energy Go biscuit (7.6g) contains 35.11 Kcal and per pack contains 667.09 Kcal. This biscuit is an energy booster for kids and adults. This biscuit bites, infuses energy on the go and it is great to have with milk/tea/coffee.



Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (LXWXH)	Shelf Life
BelleAme Energy GO	145g	12	1.74kg	275x195x105 mm	6 months

BelleAme

CREMO

BelleAme Cremo is a sandwich cookie consisting of two (usually chocolate) wafers with a sweet cream filling i.e. vanilla, chocolate, strawberry, etc. Each biscuit (11.3g) contains 54.7 Kcal and per Pack contains 437.6 Kcal. The creamy and crunchy texture of this biscuit makes it a great snacking option on the run.

fat
1.7g

energy
54.7cal

sugar
1.9g



Product Descriptor	SKU	PCS in a Carton	Carton Net Weight	Carton Measurement (L X W X H)	Shelf Life
BelleAme Cremo	90g	12	1.08kg	267x140x100 mm	6 months

DIPLOMA™

RED COW™
NUTRIFIED

FARMLAND®
FULL CREAM MILK POWDER

FARMLAND®
GOLD

FARMLAND SUPER®

shape up™

Calci-Pro™

RED COW™
BUTTER OIL

Doodles®
instant noodles

POPPERS®

Detos™

KRACKERS
KING

SPICY
PATA
STICKS

Toi-Moi™

YOKOZONA
Family Confection
Candy

Belleme

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