



NEWS RELEASE

DATE: 20/12/16

## Verka launches Blister packaging For Butter!

Chandigarh, 20<sup>th</sup> December 2016: Verka is the leading dairy brand in the region. For the past 63 years Verka has been providing the best quality products to its consumers. Over the years Verka has become synonymous for quality in Punjab. Every product of Verka boasts of high quality and is passed through a stringent quality assurance test. Verka R&D team is continuously engaged into development of novel products and innovative packaging system as well as renovating its existing products. Keeping in mind the changing consumer habits and expectations Verka brings to the consumers the favorite Verka butter in blister packaging.



Blister packaging is especially popular for its ability to safely seal a product. Blister packs are useful for protecting products against external factors, such as humidity and contamination for extended periods of time. It keeps the freshness of the product intact. In today's fast paced



world people are looking for more and more convenient options. The new butter packaging gives the consumer the convenience they want.

Speaking on the occasion Mr Amarjit Singh Sidhu, Chairman MILKFED said ,” we at Verka always believe in giving the best product to our consumers and adapt to the new requirements of the masses. Blister packaging is convenient and economical”.

The new packaging is available at your nearest Verka Booth and dealer outlets across Punjab and Delhi. The blister packing is priced at Rs. 5/- for 10 gms. The convenient packaging makes it easier to take along your favorite Verka butter in lunch box, picnics and during travelling.

verka