

Maliban Goodness Fat Spread Launched In Sri Lanka



Maliban Goodness Fat Spread is yet another revolutionising product from the House of Maliban to hit the shelves. This new brand of margarine was introduced to the

market recently and is available in all leading supermarkets.

“At Maliban we always concentrate on the quality of our products – this is a notion that is applied throughout the company. The Goodness Fat Spread will be something new to the local market because of its high quality standard and richness which you will not see in any other local margarine brand,” said D L Weerasuriya, CEO – Maliban.

The Maliban Goodness Fat Spread is manufactured by the Mewah Group, Singapore which caters to a range of leading markets globally. The margarine is produced under strictest hygiene conditions in Malaysia adhering to the superior quality standards for which Maliban products are known.

“MOI International congratulates Maliban Biscuit manufacturers for the successful launch of Goodness Fat Spread. The Goodness Fat Spread has been made with the highest quality ingredients and standards to ensure wholesome and delicious nutrition for the whole family. MOI International has leading consumer packaged brands in over 80 countries, and is pleased to enter into this new cooperation with Maliban Biscuit manufacturers,” said Cheo Ming You, Director – Five Continents Group, a related company of MOI International.

Maliban Goodness Fat Spread is the only margarine in the local market to be enriched with vitamins A, D and E as well as omega six and nine. The level of nutrients offered by the margarine is excellent for the entire family including children, adults and the elderly. These nutrients work as a source to control the cholesterol levels in the body, making it a great choice for the health conscious consumer.

“In today’s world, the consumers’ needs are changing at a faster rate. They are getting more educated and looking constantly for products that deliver a superior value. Maliban Goodness Fat Spread is launched to meet those changing needs. It has a high nutritional value and great taste,” said Ravi Jayawardena, CEO, Sales and Marketing – Maliban.

He also went onto say that “it is through continuous research and testing that we were able to discover the growing consumer demands and needs for a product of this nature. With the increasing cost of living, consumers look for the best at affordable rates and that is exactly what we are offering with the Goodness Fat Spread”.

The Maliban Goodness Fat Spread is customised to suit the local palette and is currently available in 235 grams and it comes in a handy plastic container that can be reused.

Samantha Pushpakumara, Brand Manager of Maliban added that “we believe that our consumers will be able to experience something different with the Goodness Fat Spread. We have entered a new market but as a trusted household name Maliban has never failed to impress our customers and that momentum will be carried forward.”

