RFM LAUNCHES SELECTA FORTIFIED STERILIZED MILK

In 1990, RFM Corp. CEO Jose Ma. Concepcion III acquired Selecta from the Arce family. This was an impressive feat, an inspiring David versus Goliath story, with Selecta penetrating the market and taking on the then industry giant, Magnolia, and other competitors through unique strategic campaigns, and aggressive marketing. Within years, Selecta became the new leading ice cream brand in the country.

Concepcion, who is also known for his keen business acumen had also built Cosmos Bottling Corp., the company behind the highly popular Sarsi, Cheers, and Pop Cola, which were sold across the country in sari-sari stores. In a strategic move, Concepcion sold Cosmos Bottling Corp. in 2001 for an impressive P15 billion which proved to be advantageous because of the eventual passing of the sugar-sweetened beverages tax in 2018.

After the bold move, Concepcion had focused his efforts on Selecta, and partnered with Unilever to further establish the ice cream brand's dominance in the market. This partnership made Selecta's prices more competitive and expanded its distribution with the range of products made available in all key supermarkets and sari-sari stores.

"We established that partnership, because I wanted ice cream to become affordable, and so that sari-sari store owners and other small entrepreneurs/resellers could earn a better income from selling Selecta," shares Concepcion. "I envisioned Selecta ice cream to become like soft drinks -- affordable and available everywhere. But unlike sodas, ice cream is relatively 'healthier' because milk is its primary ingredient."

While leading Selecta, Concepcion also noticed that the Philippines remains to be one of the very few countries that still consumed powdered milk (most countries had already shifted to ready-to-drink milk). Based on data, this was because many could not afford liquid milk. And while Filipinos drink powdered milk, not everyone receives its full health benefits due to the quality of water used and the inconsistent powder-to-water ratio.

"Most powdered milk users either mix it with ordinary tap water which isn't always safe, or expensive mineral water which increases cost. After seeing that, my goal was to make a change – to make milk affordable and accessible to every Filipino," shares Concepcion.

This led to the launch of Selecta Fortified Milk, a new milk product that is fortified with essential nutrients such as vitamins A, B1, B2, Niacin, B6, B12, D3, and Calcium. Aside from its affordability, it is also at par with the market leader in quality and taste. To cater to Filipino families, Selecta Fortified Milk was made available in convenient tetrapak cartons and saw record-high sales.

Now, RFM has taken a step further and launched Selecta Fortified Sterilized Milk this 2020. This new product caters to the needs of the busy working class -- offering on-the-go, single-serve cow's milk with a creamy, malinamnam taste. Selecta Fortified Sterilized Milk is also enriched with vitamins to help one power through the day. It will be available in 245ml packs, offering better volume at an affordable price.

"Letting go of our soft drink business was a difficult decision, but it was the right one as we chose to focus on brands that were more aligned with our values. Milk is the complete health drink, essential to growth and wellbeing. And we at RFM – through the products and brands that we build – are proud to make nutrition more affordable for every Filipino family."

