



Vitasoy and Vita – Soy Milk, Tea and Fruit Juice drinks

The Vitasoy story began in 1940 with a big idea and a little bean.

The bean was soy – sometimes known as “the cow of China” – the main source of protein for the Chinese people for over 3,000 years. The big idea – the brainchild of founder Dr. K. S. Lo – was to take the cow of China and literally milk it.

And so Vitasoy was born: a nutritious, high-protein soy milk drink that was sold at an affordable price to the people of Hong Kong at that time.

At first, Vitasoy was delivered fresh door-to-door on bicycles, and it had to be sold at once or it would spoil. Business grew very slowly and when the war interrupted production in 1941, sales were only about 1,000 bottles a day.

By 1962 Vitasoy had become a household name and one of the leading suppliers of soy milk products in Hong Kong. Sales boomed yet again in 1975 with the introduction of

the new Tetra Brik packaging, which together with UHT (Ultra Heat Treated) processing, ensured that Vitasoy products could be kept for months with all of their flavour and quality intact.

Vitasoy can be consumed in different ways depending on the seasons. In winter Vitasoy is often heated and consumed as a warm drink. Likewise during summer Vitasoy is easily served cold and consumed as a refreshing drink. This is traditionally how consumers in Hong Kong consume Vitasoy and truly makes it a drink for all seasons.

The range sold in the UK falls under two brands: namely the Vitasoy lines of nutritious soy milk drinks and Vita brand that includes fruit juice drinks and tea drinks such as Lemon Tea and Chrysanthemum Tea.

The popularity of Vitasoy / Vita products in Hong Kong makes it a Chinese household brand in the UK today.

Full range and ordering details overleaf.



For sales and further information, please call
0208 345 8100 or visit us online at www.westmill.co.uk

Soy Milk

CD482	Vitasoy Regular Soy Milk	12 x 1L
CD483	Vitasoy Regular Soy Milk	8 x 6 x 250ml
CD484	Vitasoy Malted Soy Milk	8 x 6 x 250ml
CD489	Vitasoy Coconut Soy Milk	8 x 6 x 250ml
CD494	Vitasoy Chocolate Soy Milk	8 x 6 x 250ml
62013	Vitasoy Less Sugar Regular Soy Milk	8 x 6 x 250ml
62041	Vitasoy Soya Bean Drink (Glass Bottle)	24 x 300ml
62049	Vitasoy Dark Chocolate Soy Milk	8 x 6 x 250ml

Juice

CD490	Vita Mango Juice Drink	8 x 6 x 250ml
CD491	Vita Guava Juice Drink	8 x 6 x 250ml
CD492	Vita Sugarcane Juice Drink	8 x 6 x 250ml
61681	Vita Mango-Orange Juice Drink	8 x 6 x 250ml
62050	Vita Lychee Juice	8 x 6 x 250ml

Tea

CD487	Vita Lemon Tea	8 x 6 x 250ml
CD486	Vita Chrysanthemum Tea	8 x 6 x 250ml
CD488	Vita Honey Chrysanthemum Tea	8 x 6 x 250ml
62007	Vita Ceylon Lemon Tea	8 x 6 x 250ml
62048	Vita Apple Green Tea	8 x 6 x 250ml

