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Life Health Foods launches dairy-free plant-based milk

Mumbai based Life Health Foods (India) Pvt. Ltd., a pioneer in the health beverage segment, has launched its new brand So Good protein+, dairy-free plant-based milk. The new delicious So Good Protein+ Soy beverage delivers what the brand promises - a heal

By **Pooja Yadav** | February 18, 2021



life-health-foods-launches-dairy-free-plant-based-milk

WordPress post #11946

Life Health Foods becomes one of the biggest players in the category of ready-to-drink dairy alternatives

Mumbai based Life Health Foods (India) Pvt. Ltd., a pioneer in the health beverage segment, has launched its new brand So Good protein+, dairy-free plant-based milk. The new delicious So Good Protein+ Soy beverage delivers what the brand promises - a healthy and nutritious drink.

With 25% more protein than regular Soy Milk and toned dairy milk, So Good Protein+ is an absolute first and great choice for health-conscious consumers. It is gluten and lactose-free, which is helpful for people with lactose intolerance, or those wanting to reduce their dairy consumption and great for gut health. Not only it is fortified with essential vitamins but it does not have any cholesterol either. So Good Protein+ soy beverage range includes originally unsweetened, café latte, and deluxe chocolate, which are available in both 1L and 200ml formats.

In addition to the new *Protein+* Soy Beverage, the popular *Almond Fresh* range of almond milk has been brought under the hero So Good brand. So Good Almond Beverage comes in 2 flavors of chocolate, vanilla and those wanting No Sugar Options can choose from natural unsweetened and Almond Coconut. Look out for it in store in 1L and 200ml packs.

The So Good range offers lactose intolerant people the opportunity to substitute dairy milk with *So Good Protein+* or *Almond Fresh* helps in the consumption of necessary dietary calcium and protein which dairy milk would otherwise provide.

With the launch of *So Good Protein+*, Life Health Foods becomes one of the biggest players in the category of ready-to-drink dairy alternatives and though a niche segment currently, the category of non-dairy alternatives is growing at the rate of 20% year on year.

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