



## Emirates Industry for Camel Milk & Products (EICMP) awarded in the Dubai Drink Expo 2013

*The Dubai-based camel milk producer was honored for the quality of its 'Camelicious' camel milk in the dairy category*

**Dubai, December 21, 2013-** Emirates Industry for Camel Milk and Products (EICMP), UAE-based camel milk producer, was awarded in the 'Nutrition' category naming 'Camelicious' camel milk as most nutritious and wholesome drink in the dairy industry. The awards were conducted through a poll of 3 databases of over 1.6 million candidates from all over the Middle East and North Africa.

The 6<sup>th</sup> edition of Dubai Drink Expo 2013, an exclusive exhibition and conference for the Beverage Industry in the Middle East and North Africa Region ran from 16<sup>th</sup> to 18<sup>th</sup> December 2013, and saw more than 200 international beverage and machinery companies from Middle East, Africa, Mediterranean and Asian countries exhibiting their latest market developments and current trends in beverage technology.

The expo also hosted the Arab-Asian Beverage Alliance awards to recognize Middle East's favourite drink.

Mr. Mutasher Al Badry, Deputy General Manager at EICMP, commented: "To receive this award is an honor for us. At EICMP, we are committed to contributing to research and development to educate the people on the benefits of camel milk. This award is proof for the growing acceptance of camel milk, traditionally used mainly by Bedouins, as a commercial alternative to other milks, accessible to and well-received by a wide audience."

Traditionally camel milk has been a staple food for Bedouins for centuries due to its numerous nutritional benefits. In addition to camel milk being low in fat and high in vitamin C, current studies also suggest that camel milk might have positive effects on patients with Diabetes Type II, Hepatitis and autoimmune diseases. EICMP therefore strongly supports further research in the field of health and beauty.

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