

Dear Members

Following a recent request from the TIR Board, Bega Group are pleased to advise a change to the weekly promotional buy periods of its direct to store fresh Milk Based Beverage (MBB) lines from the current "Monday to Sunday" buy period to a "Wednesday to Tuesday" buy period in line with TIR's promotional cadence.

This change will take effect from **Monday 4th March** and we recommend you adjust your weekly purchasing habits accordingly across Dare, Dairy Farmers Flavoured Milk and Farmers Union Iced Coffee brands to suit.

It is important to note that these dates refer to the date of delivery – not the date of ordering.

I would like to thank the TIR Board and the TIR members for their ongoing support of Bega Group and hope this change further supports TIR to provide its customers with competitive promotional pricing on these market leading brands proudly produced here in Tasmania.

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