



15th March 2024

BETTA MILK PRODUCT UPDATE

Bega Group are extremely proud to be able to continue the manufacture of the iconic Tasmanian Dairy brands: Betta Milk, Meander Valley Dairy and Pyengana here in Tasmania from locally sourced Tasmanian milk.

Since the recent purchase of these brands, we have had to make some tough decisions, including the relocating of the Burnie Factory to Lenah Valley and the closure of distribution sites in Launceston and Hobart, to ensure the longevity of these brands within the Tasmanian market.

Along with these changes, there has been a need to implement pack format changes and rationalise the existing brand portfolio, in order to continue production of these brands at our Lenah Valley site.

Some of the changes to the portfolio include:

1. ***Rationalisation of the Betta Jive brand to four (4) key flavours (Chocolate, Coffee Honeycrunch and Strawberry) in a 600ml carton.***

This format change complements our existing Dare, Farmers Union and Dairy Farmers Classic Bottle range and provides consumers with a flavoured milk option in a carton.

2. ***Repackaging the existing Pyengana Real Milk Full Cream and Real Milk Light from a 1.5lt to a 2lt bottle.***

The 2lt bottle format is the most popular of all white milk pack sizes. The move to our more popular and convenient 2lt pack size, will give consumers access to the rich creamy milk Pyengana Milk they love, in a preferred pack size.

These changes will be supported with a strong marketing campaign including radio marketing, outdoor advertising and in store POS, highlighting these changes to our loyal customer base.

Please do not hesitate to reach out to me directly if you have any queries.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'ME', followed by a long horizontal line.

Marcus Evans
Filed Sales Account Manager
Bega Group – Tas

Ph. 0419 155 643