



Mountain Dew Ice Deletion of 3.5kg Ice & Transition To 5KG Bags

As a result of the Mountain Dew Ice acquisition of the business known as 'IceMakers' from the Daken family effective November 1st 2022, we will be no longer producing a 3.5KG Ice bag.

The main reason for this change are the costs associated with production of smaller bags and lack of efficiency through the business of running multiple size bags, it is worth noting that we have moved other customers successfully into 5KG bags after deleting 3.5KG from our product range previously.

Some important things to note around Ice sales are:

1. Circa 70% of bagged ice sales in Tasmania are 5kg bags
2. As customers switched from 3.5 to 5 kg bags actual dollars generated for retailers increased
3. Instore execution is identical between the two products

We appreciate that some of you have purchase "Icemakers" products fro a number of years so we wanted to share a little bit about Mountain Dew Ice and who we are:

1. Mountain Dew Ice has been owned and operated by Steve and Wendy Bush for 30 years.
2. Mountain Dew Ice has one factory and one Central office and call centre at Shearwater. We have distribution centres in Mornington and Launceston
3. Mountain Dew Ice has a storage capacity of 400 pallets at the three sites to meet the summer rush
4. The factory is the only HACCP fully accredited packaged ice plant in Tasmania.
5. We installed a new 30 ton per day ice maker in 2022 & our total daily output is now 50 tonnes

We look forward to working with you all and are working with the TIR team on exploring more efficient ways to get Ice to your stores to reduce costs and increase retailer margins.

Should you have any questions or queries please contact us on 03 6428 6351

Regards and stay well,

Steve Bush