

PRODUCT LAUNCH & ALLOCATION

Dear Retailer

Bega Dairy & Drinks is excited to launch its latest edition to the Dairy Farmers Thick & Creamy range - Dairy Farmers Australian Fruits and Natives layered range. To help support with this launch Bega are offering a FREE carton of each sku to be allocated to stores from wc 11th September.

Product Information:

A delicious range of layered yoghurts made with creamy Dairy Farmers yoghurt and locally sourced Australian fruits and natives to give you a luxurious yoghurt perfect for a little reward.

Available across both 550g & 140g pack sizes in the below flavours (6 skus in total):

- Queensland Mango and Finger Lime
- Sunshine Coast Strawberry & Wattleseed
- Pineapple & Bundaberg Passionfruit

IGA Tasmanian Marketing Plan:

These products will be supported initially through catalogue advertising (wc 4th October) and opening specials across both pack sizes.

Post launch this product range will fall into the same promotional frequent as existing 150g and 600g Dairy Farmers Thick & Creamy range.

Bega In Field Support:

Please contact your local Bega representative or Marcus Evans (Ph. 0419 155 643) if you have any questions. Each team member has plenty of POS and product trays to help with this launch.



Product Codes:

Product Code	Product Desc	Retail Size	RQPU
671349	(T)D/FARM THK&CRM QLD MANGO	140GM	10
671357	(T)D/FARM THK&CRM QLD SBERRY	140GM	10
671496	(T)D/FARM THK&CRM QLD PINE/PFR	140GM	10
671509	(T)D/FARM THK&CRM QLD MANGO	550GM	6
671525	(T)D/FARM THK&CRM QLD SBERRY	550GM	6
671584	(T)D/FARM THK&CRM QLD PINE/PFR	550GM	6