



An important update from Bega Dairy and Drinks



Monday, 22 July 2024

Dear Valued Customer,

MEANDER VALLEY DAIRY RANGE TRANSITION

We are writing to share that after careful consideration Bega Group has made the difficult decision to close its Kings Meadows manufacturing facility in Tasmania.

Kings Meadows is a specialised site, which manufactures the Meander Valley Dairy brand. Therefore, following its closure in early August, the Meander Valley Dairy range will be discontinued.

While we are discontinuing the Meander Valley Dairy range, we continue to remain committed to our presence in Tasmania, sourcing milk from Tasmanian dairy farming families, and continuing to invest in its Lenah Valley manufacturing site in Hobart.

We are committed to supporting you through this product transition. Please see the table below for the summary of changes and suggested alternative products:

Product	Order Code	Recommended Replacement (Tas)	Order Code
Meander Valley Dairy Double Cream 200ml CUP (6)	3799	Betta Thickened Cream 300ml Btl	3782
Meander Valley Dairy Double Cream 2lt TUB	3921	Betta Thickened Cream 2ltr Btl	3781
Meander Valley Dairy Pouring Cream 200ml CUP (6)	3797	Betta Thickened Cream 300ml Btl	3782
Meander Valley Dairy Crème Fraiche 200ml CUP (6)	3950	No comparable product	N/A
Meander Valley Dairy Crème Fraiche 2lt TUB	3946	No comparable product	N/A
Meander Valley Dairy Sour Cream 200ml CUP (6)	3951	Dairy Farmers Regular Sour Cream 250g Cup	5969
Meander Valley Dairy Sour Cream 2lt TUB	3947	Dairy Farmers Sour Cream 2lt	8417

Final orders for the Meander Valley Dairy range will close on 5th August 2024.

We want to thank the loyal Meander Valley Dairy consumers and customers for their support of the brand.

We apologise for any inconvenience this may cause and appreciate your understanding and cooperation during this transition period. Should you have any questions or require further assistance, please do not hesitate to contact our Customer Sales & Service Team on 1800 000 570.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Darryn Wallace', with a stylized flourish at the end.

Darryn Wallace
Executive General Manager