

NEW



REAL COFFEE

ESPRESSO
RECHARGE

SMASH THIS



FOR MORE INFORMATION PLEASE CONTACT YOUR LACTALIS TERRITORY MANAGER
Lactalis Australia Pty Ltd, 35 Boundary Street, South Brisbane QLD 4101
PHONE: 1800 000 257 EMAIL: foodserviceorders@au.lactalis.com

ICE BREAK ESPRESSO RECHARGE

AN EXCITING EXTENSION FROM AUSTRALIA'S #2 ICED COFFEE BRAND



ICE BREAK ESPRESSO RECHARGE BLENDS THE **3 SHOTS OF DARK ROASTED ROBUSTA COFFEE** WITH FRESH FULL CREAM MILK FOR A SMOOTH REAL COFFEE TASTE.



AMBIENT STORAGE WITH **UP TO 180 DAYS SHELF CODE** CREATES GREATER EASE OF HANDLING. NO REQUIREMENT TO HOLD IN A CHILLED ENVIRONMENT.



LESS WASTE DUE TO THE AMBIENT STORAGE AND SUBSTANTIAL DATE CODE SIGNIFICANTLY REDUCES THE POTENTIAL FOR PRODUCT SPOILAGE IN THE MARKET.

THE BENEFITS OF RANGING ICE BREAK ESPRESSO RECHARGE



Ice Break is Australia's **#2 Iced Coffee Brand** and growing +6% YOY*



Iced Coffee is a more planned, brand loyal purchase and **shoppers buy more frequently** than other flavoured milk segments**



Using a **market leading brand** leverages the **brand equity**, investment and consumer loyalty



34% of shoppers will walk away if their preferred product is not available on shelf[^]

*IRI Scan Fresh Flavoured Milk, AU Grocery/Convenience Volume, 6 months to 6/12/20.

**IRI Shopper Panel Year 2020 ^ Shopper intelligence 2019 Grocery report, flavoured milk.

STORE ACTIVATION

Wobbler available to create awareness at the shelf.



Wobbler

NEW

PRODUCT NAME

Ice Break Espresso Recharge

PACK SIZE

500mL

PRODUCT CODE

78732

EAN

9310036078739