

**NEW**

**Toatl<sup>TM</sup>**  
**OAT MILK**

**TOATLLY DELICIOUS**





**DRIVING SALES IN THE  
FLAVOURED MILK CATEGORY**



**FULL FLAVOURED  
OAT MILK**

**100% YUM**

**3 OAT OF THIS WORLD  
FLAVOURS**

**ALL AUSTRALIAN OATS**

**FULL MEDIA SUPPORT**

**STRONG LAUNCH ACTIVATION TO DRIVE AWARENESS AND TRIAL – FY 22/23**

**\$1.5M  
LAUNCH SUPPORT**

ACTIVATION	DEC	JAN	FEB	MAR	APR	MAY	JUN
OOH Media			PROXIMITY P&C				
Social Media	BURST 1		BURST 2				
Sampling	RETAIL SAMPLING		EXPERIENTIAL SAMPLING (TBC)				
POS							

# CARTON SPECS

PRODUCT	UNIT EAN	CARTON TUN	UNITS PER CASE	CASES PER LAYER	LAYERS PER PALLET	CASES PER PALLET
TOATL Chocolate 500ml	9300652811827	19300652811824	12 X 500ML	24	6	144
TOATL Strawberry 500ml	9300652811834	19300652811831	12 X 500ML	24	6	144
TOATL Caramel 500ml	9300652811810	19300652811817	12 X 500ML	24	6	144

# PROFITABILITY

RRP*	CHOCOLATE FLAVOUR	STRAWBERRY FLAVOUR	CARAMEL FLAVOUR
REVENUE PRICE			
WHOLESALE PRICE			
GP UNIT PRICE			
GP PER CASE			
ANNUALISED GP PER CASE			

\*SOURCE: PRICING IS RECOMMENDED RETAIL PRICE (RRP) ONLY. PRICING REMAINS THE DISCRETION OF THE RETAILER.

# FAQs

**Q: WHAT IS THE SHELF LIFE OF THE PRODUCT?**

**A:** EACH OF THE FLAVOURS, CHOCOLATE, STRAWBERRY AND CARAMEL HAVE A 7-MONTH SHELF LIFE FROM PRODUCTION.

**Q: CAN YOU CONSUME SOME NOW AND SOME LATER?**

**A:** IT IS RECOMMENDED TO KEEP THE PRODUCT CHILLED AND CONSUME WITHIN 2 DAYS OF OPENING THE PRODUCT.

**Q: WHAT IS THE SIZE OF EACH BOTTLE?**

**A:** EACH BOTTLE IS APPROX. 60MM IN WIDTH AND 186MM IN HEIGHT.

**Q: IS THE BOTTLE RECYCLABLE & CAN IT BE DEPOSITED FOR A REFUND?**

**A:** THE BOTTLE IS MADE FROM PET MATERIALS AND CARRIES A RECYCLABLE SYMBOL. THE PRODUCT IS PART OF THE CONTAINER DEPOSIT SCHEME AND CAN BE REFUNDED FOR 10¢ AT COLLECTION DEPOTS WITHIN THE STATE/TERRITORY OF PURCHASE.



**NEARLY HALF (43%) OF AUSSIES NOW USE PLANT BASED MILK<sup>1</sup>.**



**OAT MILK IS THE FASTEST GROWING SEGMENT IN THE PLANT BASED MILKS CATEGORY, GROWING AT +71% VS LY<sup>2</sup>**



**GROW AWOP VALUE & VOLUME IN FLAVOURED MILK<sup>3</sup>:**  
**35%** WILL PURCHASE ON TOP OF CURRENT FLAVOURED MILK PURCHASES  
**11%** WILL SWITCH AND PURCHASE MORE OFTEN

SOURCE:

1. NATURE, SANITARIUM DAIRY FREE MILKS U&A REPORT AUS SEPT, 2021. • 2. NIELSEN AU GROCERY VALUE SCAN MAT (DFM OAT MILK SEGMENT), 19/07/22. • 3. SNOOPER – FLAVOURED OAT MILK CONSUMER RESEARCH AND CONCEPT TESTING, JAN 2022.



# TESTIMONIALS

*The packaging is more unique... the sun in the background has a nice feeling to it.*

*Male, 31-35 y/o*

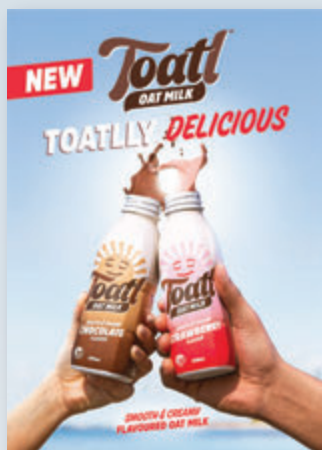
*Smooth and creamy is what you want from any milk drink... It makes it tasty and desirable to drink and enjoy.*

*Male, 41-45 y/o*

*The packaging has a really happy look and feel about it, nice and bright and cheerful.*

*Female, 26-30 y/o*

# ACTIVATIONS



A4 Poster



Wobblers



Fridge Decal



Change Mat



Bollard



Glorifier



Floor Media

# Toatl<sup>TM</sup>

OAT MILK

Please contact your Distributor Group Representative for more information