

OAK[®]

500ML



AUSTRALIA'S #1

RAINBOW FLAVOURED MILK^{*}

IS NOW AVAILABLE IN UHT

* Source : IRI Scan \$000 National Grocery & Convenience MAT to 25/12/22

INTRODUCING AN EXCITING NEW FORMAT FROM AUSTRALIA'S #1 RAINBOW FLAVOURED MILK

OAK 500 ML UHT

- ✓ CORE CATEGORY FLAVOURS CHOCOLATE, ICED COFFEE & STRAWBERRY
- ✓ UHT PROCESSED ENABLING AMBIENT DISTRIBUTION
- ✓ 180 DAYS SHELF LIFE ON MANUFACTURE



KEY BENEFITS TO YOUR BUSINESS

OAK 500ML



BEVERAGE SALES

FM IS THE LARGEST BEVERAGE CATEGORY* AND CAN PROVIDE **INCREMENTAL** BEVERAGE SALES



BRAND STRENGTH

USING MARKET LEADING BRANDS LEVERAGES THEIR EQUITY, INVESTMENT AND CONSUMER LOYALTY *FLAVOURED MILK BRANDS ARE A DESTINATION PURCHASE*



EASE OF HANDLING

AMBIENT STORAGE WITH UP TO **180 DAYS** SHELF LIFE. NO REQUIREMENT TO HOLD IN A CHILLED ENVIRONMENT



MORNING DAY PART

SKEW TO MORNING DAY PART AS **STOMACH FILLER** OR ACCOMPANIMENT TO A MEAL. A KEY DIFFERENCE TO SOFT DRINK TO DRIVE INCREMENTAL SALES



LESS WASTE

AMBIENT STORAGE AND SUBSTANTIAL DATE CODE SIGNIFICANTLY REDUCES THE POTENTIAL FOR PRODUCT SPOILAGE IN MARKET

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Everyday Fresh Ideas in Dairy