



INTRODUCING THE NEWEST
ADDITION TO OUR CAFÉ RANGE

LACTOSE FREE

FULL CREAM MILK



Our Dairy Farmers lactose free milk uses **delicious full cream milk** from **Australian Farmers**.

So you can have **the benefit of great tasting milk, without the lactose!**

THE CAFÉ OPPORTUNITY

10-15% OF AUSTRALIA'S POPULATION
(**2.3 - 3.4 MILLION PEOPLE**)
ARE BELIEVED TO BE LACTOSE INTOLERANT.

However we estimate that only 2% of all coffees sold use lactose free milk**. This demonstrates a significant under trading in Lactose Free milk, therefore outlining a major opportunity. As awareness of lactose intolerance increases, so will the demand for lactose free milk alternatives.

*New Nutrition 2016. **LDD Structured Sales Data 2016

WHAT IS LACTOSE INTOLERANCE ?

Lactose intolerance is a condition where people have difficulty digesting lactose found in milk and other dairy foods. Symptoms may include stomach cramps, bloating, excess gas and diarrhoea after consuming lactose.

SKU CODE	NEW SKU	CARTON VOLUME	NEW GTIN	SHELF LIFE
7861	Dairy Farmers Lactose Free UHT 1L - Full Cream	12	9341650009991	5 Months



WHY SHOULD YOU PROUDLY POUR DAIRY FARMERS LACTOSE FREE MILK?

- ✓ Dairy Farmers is Australia's most trusted milk brand** five years running.
- ✓ Dairy Farmers Lactose Free was developed in consultation with leading Australian baristas to ensure maximum performance and quality.
- ✓ Dairy Farmers has proudly supported the Australian coffee industry for over 12 years.



OUR CAFÉ RANGE

The addition of Dairy Farmers Lactose Free UHT Milk now means that we can cater to all of your Café needs from Full Cream & Skim milks right through our specialty portfolio.

FROTHING TIP!

For optimum frothing performance chill Dairy Farmers Lactose Free UHT prior to use and heat milk to 60-70°C depending on your individual coffee machine specs.



TO ORDER OR FOR MORE INFORMATION CONTACT YOUR LION SALES REPRESENTATIVE OR CALL 1800 000 570