

OAK[®]

500ML



NEW FROM AUSTRALIA'S #1 FLAVOURED MILK^{*}

* Source: Aztec Scan \$000 National Grocery & Convenience Combined MAT to 28/04/2019

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

OAK[®] 500ML

- ✓ **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
CODE. NO REQUIREMENT
TO HOLD IN A CHILLED
ENVIRONMENT



MORNING DAY PART

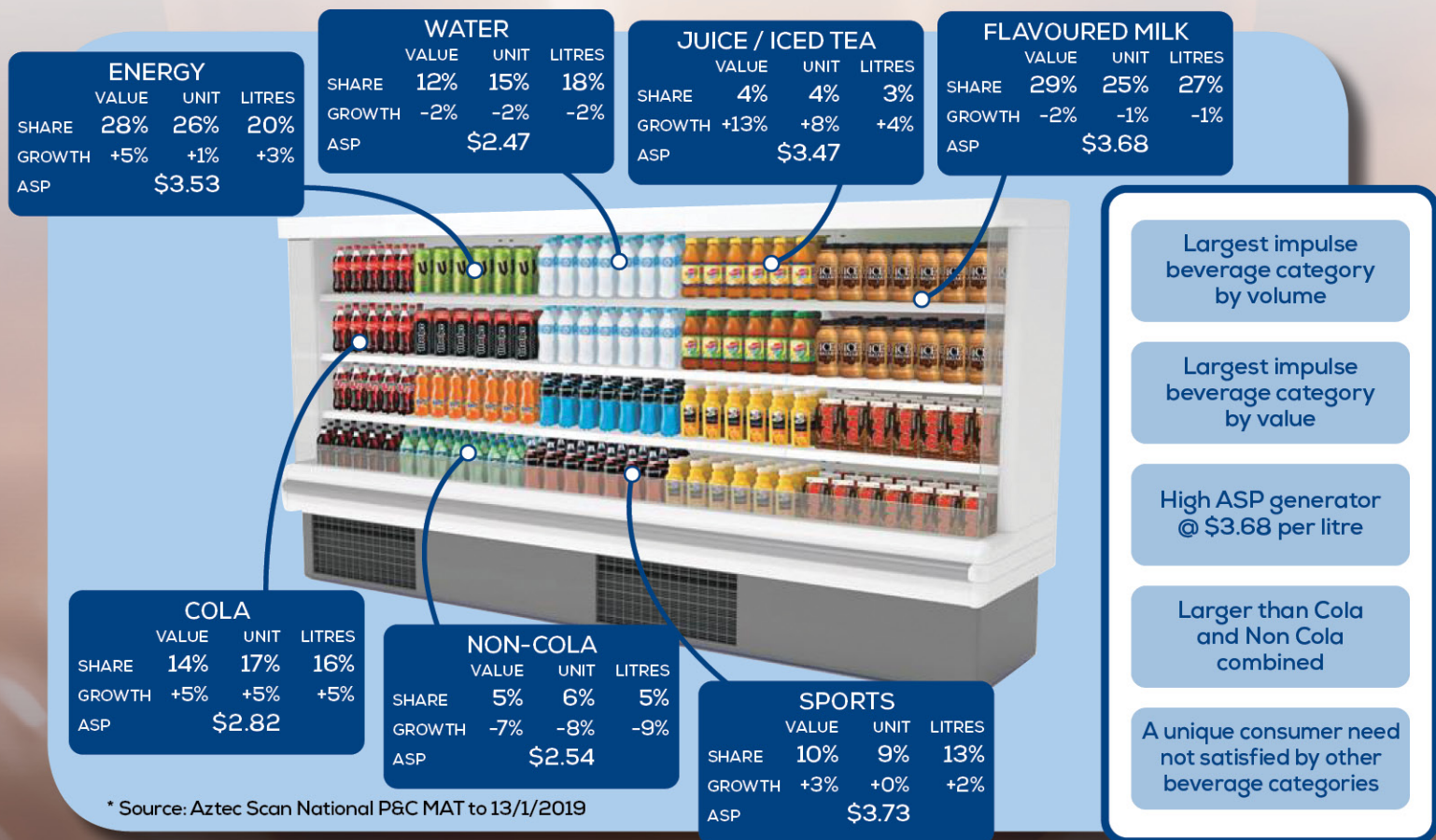
SKEW TO MORNING DAY PART AS
STOMACH FILLER OR
ACCOMPANIMENT TO A MEAL.
A KEY DIFFERENCE TO SOFT DRINK
TO DRIVE INCREMENTAL SALES



LESS WASTE

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

FLAVOURED MILK IS A CRITICAL BEVERAGES CATEGORY



LEVERAGING A MARKET LEADING BRAND

#1

OAK is the #1 Brand in FLAVOURED MILK*

80%

OAK has the HIGHEST BRAND AWARENESS^
of all flavoured milk in Australia

80%

of consumers **PREFER OAK~**
Chocolate Milk vs Competitor



\$38M

MEDIA VALUE



* Source: Aztec Scan \$000 National Grocery & Convenience Combined MAT to 28/04/2019

^ Source: Kantar TNS flavoured milk category report 2017

~ Source: Lactalis Australia 3rd Party Market Research, 14.08.2018

OAK[®]

KILL HUNGRYTHIRSTY DEAD

WHAT'S HUNGRYTHIRSTY?

IT'S WHEN YOU'RE NEITHER HUNGRY NOR THIRSTY
BUT A BIT OF BOTH SO KILL TWO BIRDS
WITH ONE STEEL METEORITE OF FLAVOURED MILK

**IT'S FULL SATISFACTION
FULL FLAVOUR FULL ON**

IN CHOCOLATE STRAWBERRY OR ICED COFFEE
**TELL YOUR ENGLISH TEACHER
PUNCTUATION IS FOR THE WEAK**

Not suitable for cry babies may contain traces of bicep

POS



WOBBLER



DECAL



POSTER

ITEM CODE	PRODUCT NAME	PACK SIZE	UNITS PER CARTON/CRATE	GTIN	SHELF LIFE (AMBIENT)
61108	OAK Chocolate	500ml	6	9310036061106	180 days
61747	OAK Iced Coffee	500ml	6	9310036061748	180 days
61924	OAK Strawberry	500ml	6	9310036061922	180 days

For our full range visit us at www.parmalatprofessional.com.au

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Email Address: foodservicequeries@parmalat.com.au

parmalat
professional

Everyday Fresh Ideas in Dairy