

Press Release
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UHT and Ultra UHT improved packaging for sustainability



Dairy Group is excited to announce the roll-out of improved packaging solutions across its Clover branded **Ultra High Temperature (UHT)** and **Ultra UHT** milk ranges.

The upgraded packaging is in line with a global shift towards producers taking responsible ownership in the manufacturing of eco-friendly recyclable goods. Collectively, we aim to reduce our impact on earth's fragile environment.

The new packaging is being rolled out under the tagline "Different...but same same" to highlight to consumers that although the packaging looks different, the UHT products' content stays unchanged with the same nutritional benefits as with the old packaging.

Packaging format improvements

The improved packaging facilitates production efficiencies and on-shelf aesthetics, as well as optimises retail shelf space.

UHT Milk

1L Prisma to 1L Square



500ml Slim to 500ml Square



500ml Squat to 500ml Square



Ultra UHT Milk

1L Slim to 1L Edge



500ml Slim to 500ml Square



Accompanying on-pack claims

The new packs proudly display the following claims:

Clover Green



- The new Square pack uses -11% less packaging material compared to the previous Prisma pack.
- The new Square pack uses -8% less plastic compared to the previous Prisma pack.
- The new Square pack is made of 64% renewable material.

UHT Triple Protect



1. Clover's unique pre-treatment method, including centrifugation, removes 100% of the milk's impurities, reduces bacteria by 90% and enhances the quality of the milk. The milk is heated to $>138^{\circ}\text{C}$ to completely remove all remaining bacteria.
2. Before the milk is packed, it is deep cooled to $<4^{\circ}\text{C}$. This ensures that nutrients and protein content are preserved.
3. The milk is packed in a closed filling line where there is no exposure to bacteria. To achieve maximum protection, sterile hot air of $>100^{\circ}$ degrees is injected to create a clean and sterile chamber. This maintains the milk's integrity and ensures that there is no contamination during the packing phase.

About Dairy Group

Dairy Group is the leading raw milk buyer in South Africa, passionately committed to creating optimum growth and value for our dairy producer members. Dairy Group provides suppliers with Ultra High Temperature (UHT) milk, sterilised milk, powder milk, butter and other dairy products. Our established infrastructure qualifies an efficient value chain from our members' raw milk produce. It is our aim to become the leading Ultra High Temperature (UHT) supplier to consumers in South Africa and ultimately, Africa.

www.dairygroup.co.za

Media enquiries: Carl Otte | Commercial Executive | carl.otte@dairy.co.za