

SILUBISI



it's about milk. it's about life.



SPECIAL EDITION



COMING SOON

NEW

FEELS GOOD. TASTES GREAT.



Launching our Creamline brand

It is with pride and pleasure that we bring you, our valued employees and Homegrown Farmers, this special edition of Silubisi. We have worked very hard these past few months to bring to life a dairy brand that holds the wellbeing of each South African consumer at heart.

In short, our vision for Creamline is to bring a locally produced, innovative and affordable range of quality dairy products, which do not compromise on nutrition, taste nor digestive wellness, to our country's people and their growing families.

BIG SHOUT-OUT TO OUR EMPLOYEES!

We could not have pulled off this launch without your hard work and perseverance.

For this, we thank each and every committed employee and producer from the bottom of our hearts. We still have much to achieve and we can only do this together. The initial launch project has taken wings. Now it is up to us to make it grow into a strong brand that every South African will recognise and seek out.

A big **THANK YOU** to all our employees for standing together and working in unison to get the wheels back on track! We need all hands on deck to finish off this year with promise and stability.

Our logo and brand



CREAMLINE IS AT THE HEART OF DAIRY.

That's important to us, because it means that we are at the heart of bringing goodness from our Homegrown Farmers to South Africans.

- ♥ It also means that Creamline is at the heart of each day from the first mug of coffee in the morning to the last cup of tea before bedtime.
- ♥ It's at the heart of our homes, from breakfast and baking, to suppers and snacks.
- ♥ At the heart of our families' health, as a source of calcium, vitamins and proteins to build strong minds and bodies.
- ♥ At the heart of digestive wellness, because it's lower in lactose.
- ♥ At the heart of our communities, by giving families around us the best value and quality to help their money stretch further.
- ♥ At the heart of sustainability, by supporting South African farmers to take care of their environment, their workers, their animals and the future of our planet.
- ♥ We are careful with our money, and we are confident to put Creamline into our shopping trolleys, because doing good is at the heart of everything that Creamline does.



Our Smart Dairy promise

Each and every Creamline product features the Smart Dairy logo, which is Dairy Group's pioneering brainchild. It is a promise that we make to our consumers, namely that Creamline products will contribute to their daily nutritional requirements and digestive wellness.



Smart Dairy's four elements entail:



Minerals for strong bones and teeth, and the development of the brain and body.



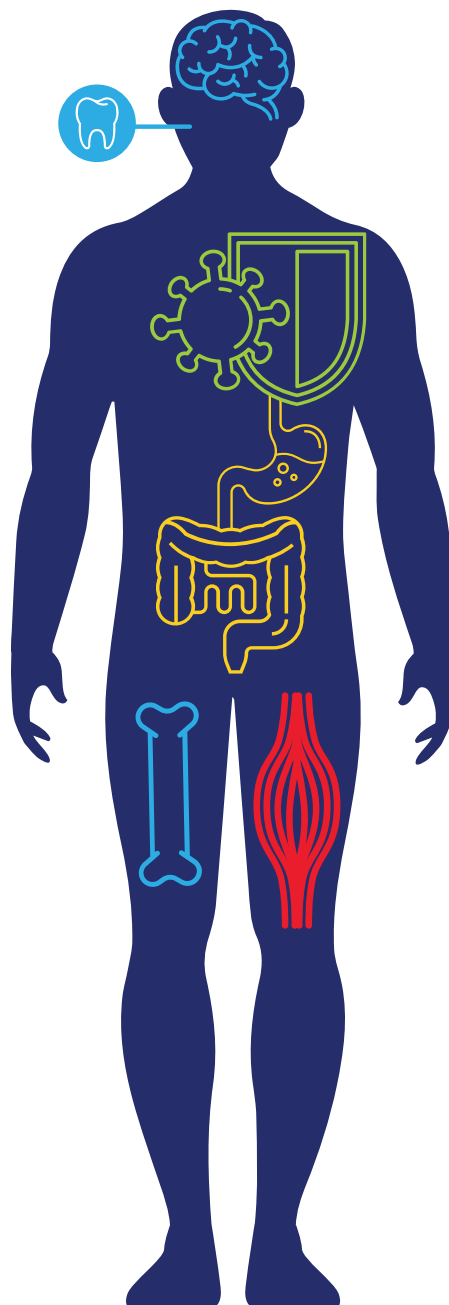
Vitamins for a healthy immune system, sustained energy and to promote growth.



Digestive wellness and maintenance, because of a lower lactose content with the addition of a special enzyme.



Protein which is a macronutrient for growth, development, energy and muscle repair.



Proudly Homegrown

SUSTAINABILITY IS AT THE HEART OF WHAT WE DO. OUR CELEBRATED HOMEGROWN SERIES OF FARMER VIDEOS AND ARTICLES HONOUR THE HARD WORK AND DEDICATION OF OUR PRODUCERS.



The Homegrown logo is also proudly displayed on our packaging. It is important to us that consumers know that Creamline dairy products are made from milk produced by our Homegrown Farmers and packed at our Coega manufacturing plant in the Eastern Cape.



Our launch campaign slogan



Our payoff line is:



FEELS GOOD.
TASTES GREAT.



What does it mean?

It means that Creamline dairy products do not only taste great, they also make you feel good. Each Smart Dairy mouthful takes you closer to reaching your daily nutritional requirements, whilst being affordable for the budget conscious consumer. Best of all, our products are easy on the tummy, as they are lower in lactose and thus promote digestive wellness. We are also sourcing our milk sustainably from local Homegrown Farmers, which means that together, we are supporting our communities and South Africa's economy.



Our products

Below are the products you will find at selected wholesalers and retailers.



We are particularly excited about our innovative Creamline Dairy Liquid Blend product. It offers a perfectly balanced mix of full cream milk, whey protein and buttermilk, and is a good source of calcium, vitamins A, B2, B12 and D3.

It has a distinctive creamy taste and can be poured over cereals or porridge, added to hot or cold beverages, and also used in cooking and baking.





Our Ambassador

We are particularly pleased that Radio 94.7's very well-known presenter, Anele Mdoda, is the launch ambassador for our Creamline brand.

She is a self-professed lover of good food! She is appreciative of Creamline's nutritional value and taste, and quality offerings - she endorses it with vigour! As a mother, she particularly likes the fact that Creamline contributes to her son's development needs.

Anele will also actively participate in Creamline activations close to the stores where the products are on sale. Follow our social pages to stay in the loop!



 **Creamlinesa**
<https://www.facebook.com/Creamlinesa-110107565070048>

 **@Creamline_sa**
https://twitter.com/Creamline_sa



“When it comes to my boy’s happiness, I’ll never compromise. That’s why I choose the new Creamline Dairy Liquid Blend, Long Life Milk, and Butter for my kitchen. These dairy products are a source of calcium, vitamins and minerals and best of all, low in lactose. This makes our lives feel and taste so much better.”



Our partnership

It is very exciting to be in a collaboration with famous brands such as Kellogg's! Kellogg's is known as South Africa's best loved cereal, supporting active lifestyles and digestive wellness. We will be doing in-store co-promotions with Kellogg's products, so don't forget to watch out for these on our social media platforms.



Stay connected

Everything you need to know about Creamline is on our brand-new website, which invites you to journey to the heart of dairy.

The QR code on the Creamline packaging takes you directly to a bustling community page which showcases the latest product news and promotions: <https://www.creamline.co.za/community.html>

VISIT THE WEBSITE AT WWW.CREAMLINE.CO.ZA

Our social media pages are where the action is at! We invite you to like and follow them now, as we don't only need your support, but also your engagement in this new venture which you helped make happen.



Our launch at Coega

We formally launched Creamline in July 2022 at our Coega factory in Gqeberha. It was a joyous occasion with lots of song and dance and well-deserved celebration. The photos tell our story.





We especially want to thank our employees who work so tirelessly on the floor in the factory. With your special dedication, we were able to reach 1 million litres of milk sales within our first month! This is a performance record and would not have been possible without you.

Onwards and upwards! ENKOSI!



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