



**THE MARKET**

The Australian milk market is worth approximately \$2.8 billion a year. National Foods Limited leads both the white milk market and the flavoured milk market with 38.2 per cent and 41.2 per cent volume shares respectively.

There are four major segments in the Australian milk market, based on butterfat content. 'Creamy' refers to milks with more than 4.2 per cent fat while 'milk' or 'regular' milk has a minimum requirement of 3.2 per cent fat. 'Reduced fat' milk has less than 1.5 per cent fat and 'no fat' has less than 0.15 per cent fat.

The average Australian drinks 96 litres of milk per annum, with 56 per cent of this being regular milk. Per capita consumption varies greatly between States, with South Australians consuming the most. Tasmanians consume the most regular milk per capita (66 litres) and the most reduced fat milk (29 litres). Queenslanders drink the most no fat milk per capita (8 litres) and South Australians drink the most flavoured milks (25 litres).

**ACHIEVEMENTS**

The Pura range commands 19.4 per cent volume share of total fresh white milk and dominates the reduced fat milk segment with 24.3 per cent volume share. Pura is the tenth highest performing grocery brand in Australia (Aztec 2003), making it the fourth largest food brand.

Pura is the number one branded milk player in grocery with 16.6 per cent volume share of fresh white milk. Pura Light Start is Australia's biggest selling reduced fat milk with a grocery volume market share of 19 per cent. Pura Tone is the nation's fastest growing no fat milk and the only brand of fresh white milk



**HISTORY**

The Pura brand was established in 1934 when German farmer Albert Siebel purchased a dairy in Preston, Victoria and named it the Pura Dairy. From a one-cart dairy delivering to only a few streets, Pura grew to become the best known milk brand in Victoria. By 1964, Pura Dairy supplied 32 per cent of Melbourne's milk.

In 1991, the Pura Dairy combined with other food related entities to form National Foods Limited. Initially the company consisted of a number of dairy, juice and salt packaging businesses but it is now firmly focused on the dairy industry with a portfolio of leading brands in the milk, fresh dairy foods and specialty cheese markets.

Today, National Foods is Australia's largest and only national fresh milk processor, with an annual turnover in excess of \$1.2 billion. It is listed on the Australian Stock Exchange and has production facilities and sales offices in every State.

**THE PRODUCT**

Pura offers the most extensive range of exciting, contemporary and nutritious milk products to meet the needs of all Australians.

With its combination of natural vitamins, minerals and calcium, and containing less than 4 per cent fat, Pura Milk provides nourishment for the whole family.

Pura Light Start, with only 1 per cent fat and 99 per cent taste, offers healthy nourishment without compromising on taste. Just one glass of Pura Light Start provides nearly half of daily calcium requirements and the fresh taste makes it the preferred reduced fat milk in Australia. It has the tick of approval from the National Heart Foundation.

There is no compromise on taste with Pura Tone. The brand combines no fat with a delicious, creamy

to be recommended by Weight Watchers.

Leading the industry with innovation, National Foods launched PET recyclable milk bottles onto the Australian milk market in December 1999. The 1.1 litre recyclable bottle provides the benefit of pack clarity without the food safety issues of glass. Today Pura Milk, Pura Light Start, Pura Tone, Pura Gold and new Pura Boost are sold in this pack.

National Foods owns some of Australia's favourite, market-leading flavoured milk brands.

Farmers Union Iced Coffee is Australia's number one selling flavoured milk brand. Big M is the market leading flavoured milk in Victoria with a 61 per cent share, and is the largest flavoured milk brand on the east coast. Masters is the market leading flavoured milk brand in WA with a 60 per cent share. Classic leads Tasmania with 70 per cent market share. In South Australia, the brand is also strong with 22 per cent market share, second only to Farmers Union Iced Coffee.



**It's a Farmers Union Iced Coffee or it's nothing.**

flavour. Pura Tone is 40 per cent higher in both protein and calcium than regular milk, and offers the added benefit of 'no cholesterol.' It also has the Heart Foundation tick on every pack and is endorsed by Weight Watchers.

Bone health has never been so important with Australia's rapidly ageing population. In addition to calcium, Pura Boost contains Vitamin D and phosphorus - a unique combination of bone building nutrients designed to promote optimal bone strength. Ultra-high in calcium and low in fat, Pura Boost provides the natural benefits of dairy calcium and more with a delicious milk flavour.

Pura Gold is the extra creamy milk that tastes deliciously rich. Pura Gold offers a creamy milk taste and is great for creamy coffee and baking.

Pura Café makes a good coffee great. It is the milk developed exclusively to meet the specific and unique needs of discerning coffee lovers.

Pura Classic is a distinctive brand of flavoured milk which is well known for its strong, smooth and real flavours. Pura Classic is National Foods' only flavoured milk brand available in all States. There are 11 different Classic flavours available including two light products. A selection of these flavours is available in each State.

Each year, Australian flavoured milk drinkers consume in excess of 22 million litres of Farmers Union Iced Coffee. The Farmers Union Feel Good brand appeals to the health conscious consumer with its range of low fat flavoured milks that contain no added sugar.

Farmers Union Iced Coffee in August 2003. It features a crane driver going to extreme lengths to get his Farmers Union Iced Coffee: 'It's a Farmers Union Iced Coffee or it's nothing'.

The Masters Cows are back! A new Masters television commercial went to air in Western Australia in September 2003. It features the Masters cows working in a mechanics workshop called 'Cowboys & Engines'.

Big M has seen the launch of new products, new packaging and a new campaign. In October 2003, Big M Light Chocolate and Iced Coffee variants were launched. These products are 99 per cent fat free. New packaging maintains the boldness of the Big M logo, with a more vibrant look and feel.

Finally, a new campaign was launched for Big M based around the idea that people feel as though



brand values. Above-the-line media has seen contemporary television campaigns developed for Pura Light Start, Pura Tone, Pura Boost, Big M, Farmers Union Iced Coffee, Classic and Masters.

Pura Milk is the naming rights sponsor of

Australia's four day domestic cricket competition, the Pura Cup. Farmers Union Iced Coffee and Masters sponsor AFL teams across Australia including the Adelaide, Port Adelaide, West Coast Eagles and Geelong Football Clubs. In Rugby League, Pura Milk sponsors the Newcastle Knights and also has a strong relationship with NBL's Adelaide 36ers.



MAKE MINE A MASTERS



they can do anything after consuming Big M flavoured milk. The commercials always feature a funny twist, and the tag line is "THINK BIG... but not too big".

In line with the Classic taste promise and consumer interest in new flavours, French Vanilla Cappuccino was introduced in February 2003. It is now one of the top selling Classic

flavours nationally. The Classic packaging has been updated to strongly communicate the appetite appeal and the distinctiveness of each flavour variant. The new packaging maintains the strength of the Classic brand but offers a modern twist.

#### PROMOTION

National Foods invests in a broad range of advertising media to support the brands and build

National Foods also supports agricultural shows and lifestyle events such as the 'Melbourne Flower and Garden Show', 'Sydney in Bloom' and 'Floriade' in Canberra.

In 1993, Kieren Perkins signed a long-term sponsorship agreement to endorse Pura Light Start. This successful union has led to the brand affectionately becoming known as 'Kieren's milk.'

Store level support is a major focus, with on-pack promotions and point of sale displays. Pura store signage and point of sale material is seen across the nation in many milk bars, convenience stores and grocery outlets.

#### BRAND VALUES

Pura milks are founded on the core principles of freshness and quality. This is summed up clearly with 'Pure Fresh Pura.' Strong family values of wholesome nourishment, trustworthiness and wellbeing are reflected in the brands.

#### THINGS YOU DIDN'T KNOW ABOUT PURA

- Pura is Australia's only national milk brand.
- National Foods has over one-third of the Australian milk market - one in three Australians consumes a National Foods product each day.
- Approximately every fifth bottle or carton of fresh white milk sold in Australia is Pura.
- Pura Light Start is Australia's leading reduced fat milk brand.

