

News release



25 June 2015

DEVONDALE CREAM WINS GLOBAL PACKAGING AWARD

It's the simple things in life that are almost always the best...and for Devondale's fresh cream, made by Australia's largest dairy food company, Devondale Murray Goulburn (MG), that adage came true last night in Amsterdam, when the Company, in partnership with Pact Group, won the Best Dairy Packaging Innovation award at the 2015 World Dairy Innovation Awards.

Devondale Cream won the dairy packaging innovation award for its new 'easy pour and seal' lid. The new lid solves a decades old problem of cream drips collecting around the mouth of the cream container. To win the award, Devondale Cream beat a field of entries from around the world.

While the new 'easy pour and seal' lid's design is very simple, it's the most recent example of MG's commitment to adopting innovative new technology across product and packaging to meet customer and consumer needs.

The 'easy pour and seal' lid is featured on the 300ml and 600ml Devondale cream range in store now. While its still very early days, sales of 300ml Devondale cream are up by more than 25%¹ since launch of the flip lid in mid-March 2015, indicating that it is resonating with consumers.

Commenting on the award, MG General Manager Marketing, Innovation and Special Projects, Suzanne Douglas, said, "We are delighted to have Devondale Cream recognised at the World Dairy Innovation Awards. Consumers told us that they found the old plastic rim lids difficult to open and re-seal and so we were determined to find a better solution for Devondale Cream."

MG partnered with the Pact Group to be the first to market with the new 'easy pour and seal lid'. "Across the business, we are looking closely at our products and brands – to find ways to deliver a better experience for our customers and consumers, be that through great packaging design or new products which meet changing needs," Suzanne said.

In addition to fresh thickened cream, the Devondale cream range includes long life thickened cream and light sour cream products.

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About Devondale Murray Goulburn (Murray Goulburn Co-operative Co. Limited - ABN 23 004 277 089): Devondale Murray Goulburn (MG) is Australia's largest dairy foods company. In 2013/14 the company received approximately 3.4 billion litres or 37 percent of Australia's milk and generated sales revenue in excess of \$2.9 billion. MG was formed in 1950 and remains 100 percent dairy farmer controlled, with more than 2,500 farmer/shareholders and more than 2,400 employees MG is also Australia's largest dairy food exporter to the major markets of Asia, the Middle East and North Africa, and the Americas. MG produces a range of ready to consume dairy foods, nutritional products and dairy ingredients.

¹ Source: AZTEC Woolworths on Web Weekly Sales to 16/06/2015