

# News release



29 January 2016

## DEVONDALE CHILLED MILK VOTED NO.1

We know our farmers produce the best tasting milk in Australia and it seems we are not the only ones that think so... Devondale has won the 2016 Canstar Blue Most Satisfied Customers Award for Fresh Milk.

3,000 consumers were asked to rate their favourite fresh milk brand against five categories: overall satisfaction; value for money; taste; packaging design and freshness and Devondale was the only brand to score five-stars, the highest rating for overall satisfaction, taste, packaging design and freshness. Devondale also received four-stars for value for money and Devondale UHT also rated very well in Canstar Blue's long life milk category for 2016.

Commenting on the award, Devondale's Chilled Milk Marketing Manager, Angela Piasente, said, "We are thrilled to have Devondale chilled milk recognised by Canstar Blue research. We pride ourselves on being a first choice for our customers and consumers, so to hear the results of an independent survey just reinforces the strength of the Devondale brand."

Murray Goulburn launched its award winning Devondale branded daily pasteurised milk in 2014 after building two state-of-the art chilled milk processing plants at Laverton in Melbourne and Erskine Park in Western Sydney. These two Devondale Dairy Beverages Centres have set a new benchmark for use of world-leading technology and quality standards and have helped to position MG as the nation's most efficient producer of daily pasteurised milk.

In addition to award winning chilled milk, Devondale also produces a number of other dairy products including UHT milk, milkshakes, butter, cheese and cream.

Launched in July 2010, Canstar Blue has the core purpose of helping consumers make better purchase decisions. Based on independent research conducted by Colmar Brunton, so far over 100,000 Australians have reviewed their customer satisfaction across more than 100 different categories. Full ratings report available here: [www.canstarblue.com.au/food-drink/milk](http://www.canstarblue.com.au/food-drink/milk)

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### About the MG Unit Trust

The MG Unit Trust is a special purpose funding vehicle which provides its unitholders with an economic exposure to the business of Murray Goulburn Co-operative Co. Limited (**Murray Goulburn**). The MG Unit Trust invests in notes and convertible preference shares issued by Murray Goulburn. The Responsible Entity of the MG Unit Trust is MG Responsible Entity Limited, a wholly-owned subsidiary of Murray Goulburn. Unitholders are entitled to receive distributions equivalent to any dividends paid to the ordinary shareholders of Murray Goulburn. Dividends paid on ordinary shares will be determined by Murray Goulburn in accordance with the Profit Sharing Mechanism described in Section 6 of the Product Disclosure Statement dated 29 May 2015. Units do not confer a direct interest in Murray Goulburn.

Murray Goulburn is Australia's largest dairy foods company. Through its co-operative structure, Murray Goulburn has more than 2,600 supplier-shareholders. Murray Goulburn manufactures and markets a full range of dairy and

nutritional products such as cheese, milk powder, butter and fat, drinking milk and liquid milk products, nutritionals and value-added products, such as infant formula. Murray Goulburn supplies the grocery, foodservice and ingredients channels domestically and around the world, particularly in Asia, with its flagship Devondale, Liddells and Murray Goulburn Ingredients brands.