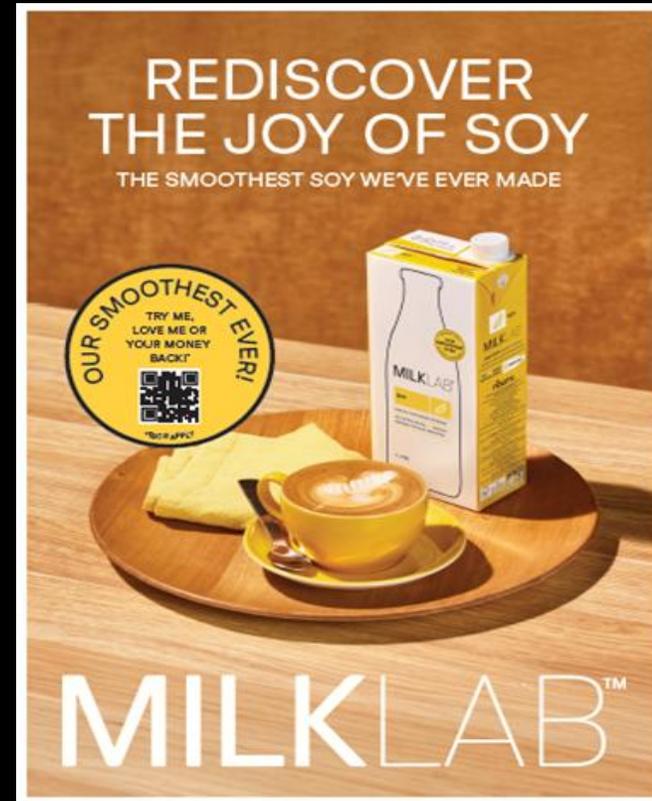


MILKLAB[®]

MILKLAB SOY REFORMULATION



WHAT'S CHANGED & WHY ITS BETTER

What we changed	What that improves	What it means for cafés
Removed soy flour	Eliminates bitter aftertastes, cleaner flavour profile	Espresso shines through, truer coffee taste
Optimised sweetness	Better balanced with coffee, less overpowering	A flavour soy drinkers prefer and works to balance coffee
Smoother, creamier texture	Richer mouthfeel & improved body	More premium sensory experience, higher drink satisfaction
Optimised stability in espresso	Maintains integrity across most coffee blends	No curdling of coffee
Consistent steaming & stretching performance	Silky microform achieved when milk is steamed	Reliable latte art performance



MILKLAB SOY JOINS COLAB 3.0

All the benefits of MilkLab Oat under the CoLab Club 3.0 will now be available on our 'best ever MilkLab Soy formulation as part of the relaunch

- One Price nationally across all 'participating distributors' with same conditions
- You need to commit to sell at a maximum price to cafes/end users

Considerations:

- Learnings from rolling out with MilkLab Oat
- Trading terms for relevant distributor are included in the new net invoice price
- Key Accounts current rebate and how to best manage the transition to leverage maximum benefit
- Includes Subbie Rebates
- We now have the product and program to support distributors to grow their Soy Share of Business and earn additional discounts

New Pricing on MILKLAB Soy Nett Price \$16.80

In return, **Maximum Sell Price of \$2.80ltr \$22.40 Case** returns a 25% margin.



Timing.

- 1st Production of new— 26/1
- Run out to be complete w/c 2 March
- Distributors ordering (new stock) - Available from w/c 16 Feb
- In-market date for NEW MILKLAB Soy + Launch comms from w/c 9 March
- Reps into café from Q4: April



	December					January				February				March				April					
	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	
Current 13300							Last production	QA	Current SOY Phase Out														
NEW 13371	Blank samples available for KA & Distributor sell-in								1st Production	QA hold		Distributors ordering	Dispatch to cafes	Soy comms launch				Reps into cafes (Q4)					



LAUNCH KIT OVERVIEW

MILKLAB Soy Launch Kit sent to cafes who range **NEW** soy

Items included:

- MILKLAB Soy Jug
- A5 Strut including 'Try me love me' with QR code for feedback
- New Soy Trade presenter
- Exclusive MILKLAB Soy recipes
- Coffee cup sleeves with joyful messages

Digital assets provided

- Drink recipes specifically crafted for MILKLAB Soy – 4 x hot + 5 x iced recipes
- Drink images and social tiles to promote these drinks on your channel.

