MEDIA RELEASE

19 January 2012

A new Australian dairy brand comes to Coles

50 million more litres of Aussie milk on supermarket shelves each year

Coles and Warrnambool Cheese and Butter (WCB) have joined forces to create a new Australian dairy brand.

The new brand, Great Ocean Road, will be sold exclusively through Coles stores and will comprise a range of high quality cheeses and fresh milks.

Coles Merchandise Director John Durkan said the five year partnership with WCB is further evidence of Coles' commitment to support local Australian dairy processors.

"We're really pleased to be bringing this new, wholly-Australian dairy range to Australian consumers," Mr Durkan said.

"WCB are an outstanding Australian dairy producer with a pedigree stretching back over 120 years. I'm confident that together we've developed a new high quality dairy brand that will prove a great success with Coles customers."

The Great Ocean Road brand will launch in Coles with Tasty, Extra Tasty, Vintage and Light 500g cheddar cheeses, and a Tasty and Light 500g Shredded cheese. It will also offer a full range of fresh milks, including full cream, light, skim and flavoured.

Warrnambool Cheese and Butter CEO David Lord estimated the Great Ocean Road partnership with Coles would see WCB source an additional 50 million litres of milk from dairy farmers each year for the five years of the contract.

"This is the start of a new strategic relationship which is good for Coles and good for WCB. With this five year deal, WCB continues to build its consumer branded business," Mr Lord said.

"For WCB, this is new business with our own brand. It requires additional production which means new investment and jobs for the region.

Mr Lord said the Great Ocean Road brand paid tribute to WCB's long history within the region.

"WCB has been based at Allansford on the Great Ocean Road for over120 years. This new dairy brand brings that provincial story to customers, with a great-quality, great-value dairy range."

The range will be available in Coles stores from early May, with the milk range available in Coles stores across Victoria, and the cheeses range across the country.

Further information:

Coles:
Jim Cooper, Ph 0438 588 619

Warrnambool Cheese and Butter:
Richard Lange, Ph 0457 811 717