coles

MEDIA RELEASE

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Coles brand cheese goes 100% Aussie-made with new Bega partnership

As part of its "Australian First" sourcing initiative, Coles has awarded its entire housebrand cheese business to iconic Australian dairy processor, Bega Cheese Limited.

The new five year contract means that the 50 per cent of Coles brand cheese currently sourced from New Zealand, over 9,000 tonnes, will now be produced in Australia each year.

This means Bega Cheese will be sourcing an extra 70 million litres of Australian milk – or 3500 milk tanker loads.

Coles Merchandise Director John Durkan said Coles wanted to enter a partnership that saw all its Coles brand cheese made in Australia.

"Coles was very keen to partner with an Australian dairy industry processor who could produce all of our cheese locally, and not rely on imported product," Mr Durkan said.

"I'm very pleased that Bega will now be producing 19,000 tonnes of great quality Coles cheese each year.

"This contract is great news for both Bega and the Australian dairy industry, and further underlines Coles' commitment to develop long-term, mutually beneficial partnerships with Australian rural producers."

Bega Cheese CEO Aidan Coleman said that the contract was a growth opportunity for the company, and would inject an extra $30 million directly into the Australian dairy industry.

"This new contract with Coles means we will be sourcing additional milk from our 400 dairy farmers across New South Wales and Victoria," Mr Coleman said.

"We'll also approach up to 70 farmers who don't currently supply Bega and invite them to become part of our milk network.

"And Coles have asked us to give them a high quality product, so we'll be looking for high quality, premium milk."

Mr Coleman said the Coles contract would generate added investment and jobs in the dairy industry.

"Bega plans to upgrade their Coburg plant in Melbourne to meet the contract requirements, which will also create 30 new roles across the company."

Bega will begin producing Coles brand cheese from February 2012.

Further information,
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