



MEDIA RELEASE

Sunday 13 May 2012

New Coles contract delivers major boost to Tasmanian dairy industry

A major new private label yoghurt contract will see Coles sourcing over four million litres of milk each year from the Tasmanian dairy industry.

As part of its "Australian First" sourcing policy, Coles has signed a five year contract with Tamar Valley Dairy to produce its private label yoghurt ranges.

Tamar Valley will begin producing seven product lines, or 3000 tonnes a year, of Coles yoghurt from June. Coles and Tamar Valley will collaborate to create new product lines and further grow the business over the term of the five year contract.

Coles merchandise director John Durkan said the new dairy partnership came about through a shared desire to create a quality product.

"In looking for a partner to create our Coles brand yoghurt, we wanted a team who could help us deliver a quality product, and who would also work with us to create exciting new product lines for our customers," Mr Durkan said.

"The team at Tamar Valley Dairy shared that vision, and together we'll be creating a high quality yoghurt range that's gelatine-free, with no artificial flavours or colours."

Tamar Valley Dairy founder and managing director Archie Matteo said the contract with Coles was a key part of his business's future growth plans.

"This new contract will see our retail business grow by 40 percent, and it reinforces our confidence in our decision to build new facilities and expand our production facility," Mr Matteo said.

"We'll be looking to employ another 40 people as a result of winning the Coles contract, and we think that indirectly, the contract will provide employment for over 100 people."

Mr Durkan said that the partnership with Tamar Valley Dairy continues Coles' commitment to work with local dairy processors across Australia.

Coles brand yoghurt produced by Tamar Valley Dairy will be available in Coles stores in TAS, VIC, NSW, QLD and SA from late July.

Further information,
Jim Cooper
Coles Corporate Affairs
Ph: 0438 588 619