

New Product Release – Effective 7 July 2014

New Jersey Lite Milk joins the Sungold family. Full Jersey taste... half the fat!

Sungold is proud to add new Jersey Lite Milk to its range of premium dairy products. All the benefits of regular Jersey milk... with only two per cent fat.

Jersey milk has a naturally higher fat/protein content than most milk available at the commercial foodservice level, which helps it to stretch and texture further at lower temperatures than standard milks. This makes it perfect for coffee.

‘Nothing compares to the rich, creamy taste of Sungold Jersey Milk,’ said Bill Slater, General Manager Retail Dairy. ‘It’s old-fashioned milk, the way milk used to be. People love it!

‘But they’ve also asked for a low-fat alternative with the same velvety smoothness and the same great stretch for frothing,’ Bill added. ‘We put our thinking caps on and came up with Jersey Lite. Who wouldn’t love a milk that offers all the benefits of regular Jersey milk but has only half the fat content?’

Sungold Jersey Milk is sourced from dedicated Jersey farms in south-west Victoria, prime dairy country. Local milk that comes from cow to café within 48 hours of milking, on average. 100% Jersey milk with no added anything... apart from love and care!

‘We offer our customers honest, single-region milk,’ Bill said. ‘This means we don’t truck milk in from all over Australia and blend it together. We don’t add anything to our milk to make it consistent. We also have full-time Field Service and QA support staff, who work closely with our farmers to make sure the cows are all happy, healthy girls that give you the best milk around.’

See how Jersey Lite compares to its full-strength alternative:

	Sungold Jersey Lite	Sungold Jersey
1 litre packs	✓	✓
2 litre bottles	✓	✓
10 litre juggler bag	✓	✓
Fat	2%	4%
Price	Same as Jersey	Same as Jersey Lite



New Jersey Lite Milk is available from 7 July 2014.

FOR MORE INFORMATION:

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or

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Sungold, because milk matters.