

# Dairy Award Finalists

This award is proudly sponsored by Tronics, an Australian manufacturer of innovative labelling and decorating machines, with an experienced sales and service team, and a comprehensive range of Videojet marking and coding products.



## ◀ Lamington Gelato

There's nothing more Aussie than the traditional humble lamington so Trampoline Gelato has harnessed this concept and developed its Lamington Gelato. Essentially a lamington in a gelato - the product comprises a coconut vanilla sponge flavoured gelato decorated with a chocolate coconut sauce and a sweet homemade strawberry jam, topped off with coconut. The Lamington Gelato contains no artificial colours, flavours or preservatives. One of the company's biggest differences with its products is that it pasteurises its milk only once to maintain more aromas of the milk. Made fresh on-site, Trampoline Gelato maintains consistency through controlling its supply chain. Unlike many ice cream companies which may ship frozen products that may be up to six months old, this company is able to tell the 'pasture to pallet' story.



## ▶ Grande Bocconcini

Launched by La Casa Del Formaggio to satisfy consumer demand for a larger size bocconcini, the Grande Bocconcini is a 200g ball of fresh mozzarella. Packaged in a convenient resealable tub, Grande Bocconcini complements the La Casa Del Formaggio bocconcini range and sits alongside the Bambini (5g Balls), Cherry (10g Balls), Traditional (30g Balls) and Marinated Bocconcini products. Stored in brine, the cheese exhibits a delicate flavour and maintains maximum freshness. Grande Bocconcini offers the customer a new product with new usage capabilities. These 200g balls of fresh mozzarella can be torn or sliced to create specific recipes, including Caprese salads, which cannot be made from the other smaller sized bocconcini products on the market.



## ◀ Dairy Farmers Rise

Packaged in a sipper-cup format that fits perfectly in a car cup holder, Rise is a real fruit and dairy smoothie launched by Dairy Farmers late in 2008 for busy people who don't have time for a meal, but still want to eat well and maintain energy levels. The product is a cross-over between a dairy beverage and a traditional smoothie. Dairy Farmers' consumer research indicated consumption is most frequently during breakfast or when in need of a quick lift at mid-morning/afternoon. As a meal aimed at multi-taskers who often resort to desktop dining or skipping meals altogether, Rise contains protein, calcium and 10 essential nutrients to sustain energy levels. It is also 99% fat free and low GI. The product is made on a new state-of-the-art production line at the company's Wetherill Park facility in Sydney.



## ▶ A2 Dairy Milk UHT

Fresh from the farm, a2 Milk Ultra Heat Treated is packed in a sterile tetra pack developed to preserve all of the natural goodness and special benefits of a2 Milk that many consumers testify to, so that it stays fresh for up to nine months without refrigeration. Launched in October 2008, a2 Milk is a pure and natural milk with an important difference - it is rich in A2 beta casein protein. A balanced diet rich in A2 protein may assist families with certain allergies, digestive well being and immune function. The product has the richest natural source of A2 protein which is derived from the original breed of cows that naturally produce milk rich in this protein. Its refreshing taste is attributed to it being natural and additive free.

## ◀ Moccona Premium Chilled Coffee

Developed to capitalise on the enormous growth in hot coffee consumption and Australia's love of iced coffee flavoured milk, Moccona Premium Chilled Coffee is a range of chilled coffee drinks designed to provide an authentic coffee taste in a refreshing cold format. Frucor Beverages' Moccona Chilled Coffee is a first to market offering that creates a new market segment - Chilled Coffee. This is real coffee that is more refreshing than hot coffee, and more authentic than current iced coffee flavoured milk products. The 'mouth feel' of the product is best described as 'coffee with milk'. Moccona Chilled Coffee is available in Latte, Double Shot and Mocha and is 98 per cent fat free. The range is packaged in unique glass bottles and is currently being launched onto the market.

