

A NEW DAY HAS COME TO HELP REVITALIZE MILK SALES

NOW AVAILABLE IN THIS REGION



— PŪRFILTRE —



and other Premium Milk in 1.5L bottles



Premium Milk in a 1.5L Bottle

- ✓ Longer Shelf Life: 60 days from Production
- ✓ Recyclable and BPA-Free
- ✓ Easy to Hold and Open
- ✓ NO Milk Crates

— PŪRFILTRE —

FRESH TASTE • GOÛT FRAIS



Now Available!



- ✓ **Half & Half Cream**
 - 1L bottle

- ✓ **Chocolate bottles**
 - 237ml
 - 473ml

- ✓ **PurFilter 2% bottles**
 - 237ml
 - 473ml





Microfiltration Process

What is it?

Microfiltration is a processing method for extending the shelf life and improving the quality of milk.

How does it work?

Our milk is gently passed through a fine membrane to filter out nearly all bacteria.

What does it do to the milk?

Gently filtered milk stays fresher longer while maintaining the nutritional quality.

STAYS FRESHER LONGER
+15 Days vs. Regular Milk

- ✓ Bacteria reduction
- ✓ Longer shelf life

And all of this without the use of any preservatives!

Retailers can benefit from this innovation

- ✓ Trade up milk sales: increase dollar basket size
- ✓ Less returns and damage product due to more robust packaging
- ✓ Reduced logistic complexity: no milk crates
- ✓ Shrink wrap cases – 6 x 1.5L