



NEWS RELEASE

GOLD TOP GETS A NEW LOOK

Gold Top will get a new look later this month, with a complete packaging overhaul that will increase shelf-standout and enhance its indulgent proposition. Gold Top, which is the registered name for the milk produced by pedigree herds of Jersey and Guernsey cows, is bought for its unique taste, nutritional and culinary benefits. It is rich, creamy and golden and naturally high in protein and calcium.

The new look black and gold design comes in the wake of research that showed consumers are looking for greater differentiation between standard and non-standard milk and that milk, no longer seen as a commodity purchase, is subject to a high-degree of emotionally driven behaviour.

Managing Director, Keith Collins announcing the re-design says, "As a dramatic contrast to the array of red, white, blue and green packaging in the chiller, we have opted for a bold black and gold design which illustrates the premium nature of the product.

We have also moved away from using the illustration of the doe-eyed Jersey cow. Consumers are becoming far more discerning and are looking for greater reassurance in terms of origin and usage. In research consumers perceived Gold Top as a generic term for extra-creamy full-fat milk and although they were visiting the chiller to purchase their standard milk, they simply weren't seeing other 'occasional use' products. To create greater consumer involvement we have used images of people in traditional rural settings and have highlighted the Boroughfields Dairy label.

The newly packaged range will include the four existing Gold Top products: original Gold Top unhomogenised milk, which has naturally separated 'top of the milk'; Double Cream and Clotted Cream, and Butter plus a new addition: homogenised Gold Top Milk, which has the fat content distributed evenly through the milk and is sold in an ESL (Extended Shelf Life) technology carton.

The new carton will retain the milk's fresh, creamy taste for longer and will reduce the likelihood of in-store wastage, enabling convenience stores, forecourts, delis and farm shops to stock a Gold Top milk without the risk of wastage.

Collins says, "We have invested heavily in the brand with the aim of increasing brand awareness and generating strong consumer demand. Although we have a loyal customer base, innovation is key in attracting new buyers and ensuring continued supplies of Jersey and Guernsey dairy products"

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For further information, images and comments from Highgrove Food Distribution, please contact Emma Nightingale at The Impact Agency on Tel: 020 7580 170. Alternatively email: emma@impactagency.co.uk

Emma Nightingale
PR Consultant
The Impact Agency
3 Bloomsbury Place
London
WC1A 2QL

Tel: 020 7580 1770