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### Tell us a bit about your company?

Bega Dairy and Drinks is a premium Australian dairy and juice business. We're proud to own and manufacture some of the most iconic brands in Australia, which have become staples in households across the country. We have a national footprint of 20 sites manufacturing milk, dairy beverages, yoghurt, juice and one joint venture site – Vitasoy Australia Products, manufacturing plant milks.

### How are your brands currently performing in convenience?

Bega partners with New Sunrise members on a broad portfolio that covers White Milk, Iced Coffee, Flavoured Milk, Plant Milk, Juice & Yoghurt.

Over the challenging market conditions we have had nationally, our key branded products have performed consistently. Our members have benefited from the strong growth trajectory and plans of Dare Iced Coffee as well as our key state based brands in Dairy Farmers Classic, Big M, FUIC & Masters.

### What consumer insights are driving your brand ambitions in 2022?

Across the beverage category, we've identified 8 key consumer trends driving demand that we link into our brand plans and new product development.

1. Good for my gut - Digestion, gut health, cleanse the body
2. Tame my hunger - Fill up / suppress hunger, feel better if feeling off
3. Physical uplift - Give strength / physical energy, recover from exercise
4. Quench my thirst - Quench thirst, rehydrate
5. Accompany food – Accompany food
6. Relax, unwind, comfort me - Ritual / habit, warm up, unwind / relax
7. Mental uplift - Keep going throughout day, mental energy / wake-up
8. Treat & revitalise - Refresh & revitalise, treat or reward

### What do you enjoy from your trading relationship with New Sunrise?

Bega most enjoys working with New Sunrise Head office to partner and execute category led and sales growth driving initiatives that can benefit the New Sunrise Members and the consumers that shop their stores. Executing these strategies by utilising a strong promotional program ensures we create a win-win outcome for the Franchisees. "No one wins, unless we all win together".

We get great feedback of the engagement and collaboration to partner from our National Field Sales Team when working with New Sunrise members and it's these key relationships that will ensure we set ourselves up for sustainable growth into the future.

### What are your 'Big Bets' in 2022 that will drive New Sunrise members' overall profitability?

- ✓ Speed to market – NPD launching in April 22
- ✓ Growing momentum on Dare No Sugar variants
- ✓ Creating excitement in flavoured milk, within our milk bar choc lovers range
- ✓ Creating new products that deliver functional benefits in a better for you beverage harnessing the benefits of protein in milk.

### What exciting NPD is being launched?

Bega Dairy & Drinks have a lot of new products coming to stores, all launching April 25th, 2022.

**180 Nutrition Good Sport** is a new kind of sports nutrition drink that is fuelled by nature and scientifically backed for exercise recovery. Hydrate with Electrolytes, Refuel with Energy, repair with Protein.

**Dairy Farmers Classic and Big M** flavour innovation range drives incremental shoppers to the category. Beverage treats drive 15% of consumption and for those consumers looking to treat themselves with a richer, more textured flavoured milk beverage

**No Sugar Added Triple Espresso** brings high incrementality to existing core range. NSA variants is a driving component in total beverages

#### TOP 10-15 PRODUCTS WITHIN THE CONVENIENCE CHANNEL

1.	Dare Double Espresso 750ml
2.	Dare Espresso 750ml
3.	Dare Double Espresso 500ml
4.	Dare Espresso 500ml
5.	Dare Triple Espresso 500mL
6.	Dare Mocha 750ml
7.	Farmers Union Iced Coffee 600ml
8.	Dare Mocha 500ml
9.	Dare No Sugar Added Double Espresso 750ml
10.	Dare No Sugar Added Double Espresso 500ml
11.	DAILY Juice org No Sugar Added 500ml
12.	DAILY Juice B/fast No Sugar Added 500ml
13.	Feel Good Coffee 600ml (SA)
14.	Masters Iced Coffee 600ml (WA)
15.	DF Classic Chocolate 500ml (QLD/NSW)