



NEWS RELEASE

Dairystix



MAJOR ENVIRONMENT AWARD FOR DAIRYSTIX

Single Source Limited has scooped the prestigious Foodservice Packaging Association 'Environment' Award. The Award recognises the significant environmental contribution Single Source and its joint venture partners in Dairystix Limited have made to reducing foodservice packaging waste and reducing CO₂ emissions through its innovative Dairystix 'milk in a stick' range.

Since the national rollout last year Dairystix have been creating a stir in the market, replacing old fashioned traditional milk 'jiggers' with a completely new stick format. The Dairystix sit neatly alongside other table top single serve portion packs. Dairystix benefit the environment because:

- The stick packaging is up to 50% lighter than traditional pots, reducing packaging waste by up to half. If the UK as a whole switched to Dairystix it would reduce landfill by over 1000 tonnes a year
- Dairystix take up to 40% less space in storage and transport. This reduces back-of-house storage space and cuts lorry journeys by up to 40%, reducing fuel costs and CO₂ emissions.
- Dairystix are produced in the West Country, limiting food miles and import costs

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Dairystix beat three other short-listed products to scoop the FPA Award.



Marketing Controller Andrew Gibb says: “Dairystix have made a big impact in the market since their launch and it is fantastic that Single Source and our joint venture partners have been recognised with this prestigious Award. The Dairystix innovation is simple, effective, and environmentally driven. This type of innovation brings real benefits to all operators who want to choose products in keeping with their environmental objectives and conscience. It’s also important to have a great product inside – we use pure milk and have red Tractor Farm Assurance.”

Dairystix are available in Whole Milk, Semi-Skimmed Milk and Half Cream formats, all in UHT longlife ambient sticks, with a shelf life of up to six months. There is also a chilled fresh milk option.

Ends
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Picture shows, right to left: Cara Cottam, Vice President FPA, Willie Thorne Snooker Player, Tracey Crawley, Business Development Manager, Single Source, Greg Fitchett President FPA, Phil Reynolds, Publisher, Café Business Magazine