

MÜLLER DAIRY ACCELERATES EXPANSION IN IRELAND



MÜLLER DAIRY is stepping up the pace of its expansion plans in Ireland with the appointment of Culina SHS Ireland to manage distribution of the Müller yogurt portfolio and selected Cadbury chilled pot desserts in the Republic of Ireland, where Müller is already poised to move into the No2 slot.

At the same time, SHS Sales & Marketing will take on responsibility for sales of the Müller brands throughout the Independent trading channel.

The new appointments, which are effective from December 1, 2010, follow an extensive review of Müller Dairy's logistics and sales operations in preparation for the company embarking on the next phase of developing its business in Ireland.

Gharry Eccles, Müller Dairy's CEO, says: "We have very ambitious plans to escalate the development of our business in Ireland in the medium and long term.

"At this pivotal stage in our expansion plans we felt that it was appropriate to explore all avenues to ensure that our logistics operation is geared to provide the most effective and cost-efficient service to our widening customer base.

"Following the opening of its new 160,000 sq ft state-of-the-art chilled and ambient warehouse facility near Dublin earlier this year, Culina SHS Ireland is now in a position to offer a seamless, one-stop shop supply chain solution covering the whole of Ireland. With this facility in place, we believe that Culina SHS Ireland is operationally geared to deliver our future service requirements, and bringing SHS Sales & Marketing on board to manage sales in the Independent sector puts us in a position to provide customers with a service which is fully aligned and integrated."

MÜLLER DAIRY PORTFOLIO

Müller® Corner®:

Müller® Fruit Corner®

Müller® Crunch Corner®

Müller® Bio Yogurt Corner®

Müller® Greek Style Yogurt Corner®

Mini Müller® Corner®

Müllerlight®:

Müllerlight® Yogurt

Müllerlight® Chocolate Sprinkled range

Müllerlight® Inspired by... Cheesecake range

Müller® Rice & Mini Müller® Rice

Müller® Vitality® Yogurts and Yogurt Drinks

Müller® Little Stars®:

Fromage Frais

Smooth Yogurts

Fruit Juice Jelly

Müller Stars® Smooth Yogurts

Müller® Amore® for me

Cadbury Twin Pot Desserts

Cadbury Trifle and Mousse

Cadbury Light Trifle and Light Mousse

SIGNIFICANT GROWTH

Over the past five years, the Müller portfolio which includes: the company's flagship brand - Müller Corner; Müllerlight; Müller Rice; Müller Little Stars; Vitality, Amore - the luxury yogurt line; and the Cadbury Twin Pot and Trifle chilled dessert range; has shown significant growth in Ireland which generates 400,000 pot sales a day¹.

In the three years since 2007 Müller has achieved value growth of almost 20%² in the Republic of Ireland, and a spectacular performance in this market in 2009 saw the Müller brand catapulted from No 41 in the Top 100 FMCG Brands league to No 27.³

Gharry Eccles adds: "The decision to appoint a new distributor has not been taken lightly as we have enjoyed an extremely successful 21-year partnership with Philip Morrow and the PRM Group who have played an invaluable role in helping us to establish and build the Müller brand in Ireland.

"PRM has consistently delivered a very high standard of service and I would like to take this opportunity to extend my personal thanks to Philip and his team for the excellent results that they have achieved over the past two decades."

Commenting on SHS Sales & Marketing's appointment, David O'Neill, Managing Director at SHS Sales & Marketing, says: "We're delighted to be working in partnership with Müller Dairy and look forward to helping them to build on the tremendous success they have achieved to date. This is a significant development for our business and is a firm endorsement of our strengths in the Independent Grocery Channel in Ireland."

"Echoing the sentiments of SHS Sales & Marketing, we too are delighted to be working alongside Müller Dairy, particularly so early on in our development. Culina SHS Ireland mirrors the market leading facilities, systems and services of sister company Culina Logistics, and we are looking forward to providing Müller with an exemplary level of service," concluded Paul O'Donnell, Operations Director, Culina SHS Ireland.



¹ Source: Müller Dairy internal data - Northern Ireland and Republic of Ireland.

² Source: Nielsen Multiple Grocers Republic of Ireland Value 3 years MAT to 5.9.10.

³ Source: Nielsen Total Scantrack + Discounters Republic of Ireland Value MAT 16.5.10

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