

Case study

A DARE FIX'LL FIX IT.



CERTIFIED
COFFEE BEANS



LEVERAGING DISTRIBUTION AND INNOVATION FOR GROWTH

Our extensive chilled distribution network and beverage innovation have helped grow Dare and solidify its position as the #1 Milk-based beverage brand in Australia.¹

Our chilled distribution network services outlets daily across Australia and provides the reach and market penetration capability to give more consumers the choice of a Dare fix whenever and wherever they want. Partnering with retailers to ensure Dare is readily available has unlocked Dare's availability in over 13,000 outlets across Australia.

This collaborative approach has increased Dare's market share and helped grow a vital consumer segment for retailers and us with the Dare No Sugar Added range. Innovation of the product portfolio with no sugar added variants also removed 369 tonnes of added sugar last year, improving consumer satisfaction and incremental growth.

Collaborating for growth goes beyond product mix to production. Sourcing coffee from Rainforest Alliance Certified Farms helps farmers follow more sustainable farming practices that protect forests, improve their livelihoods, promote human rights of farm workers, and help them mitigate and adapt to the climate crisis. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org

¹ Data Source: Circana AU Grocery and Convenience Scan, Dollars Share of Total Milk Beverages, MAT 14/05/23.

