

The Grocer

THE DAIRYMEN 2023

Focus On: Milk

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Making more of milk

With the retail price of regular milk having hit record levels in the spring, dairy suppliers have been working to add value to their portfolios. Much of this has focused on longer life options. Since the start of 2023, Arla has grown its B.O.B filtered brand with a semi-skimmed variant that “tastes like whole milk”, while Müller Milk & Ingredients has rebranded and renamed its filtered milk offer and added the UHT Good Stuff Barista Milk. What’s the thinking behind such moves – and how likely are they to keep Brits buying the white stuff?

Sales: How are longer life milks performing? What are the main factors behind their sales changes over the past year? How much choice is there in longer life milks nowadays? What are the standout brands and SKUs? How do prices compare with regular/pasteurised milk?

Adding value: What’s motivated the recent upgrades by Arla and Müller? How have they been received? What other brands, suppliers and retailers have been working to add value to their milk offers? What are their reasons for doing so?

Food waste: How much of a focus for brands, suppliers and retailers is waste in milk? Certainly, M&S recently swapped ‘use by’ dates on milk for ‘best before’ dates, in a move intended to prevent unnecessary waste. Anyone else done similar? Is food waste a selling point for plant-based milks – which are typically ambient?

Plant-based: Speaking of dairy alternatives, what’s been going in this area – in terms of sales, innovation, marketing, etc? How has performance been affected by inflation and the softening of the vegan mega-trend?

Recycling: Retailers and brands of every stripe – from Arla to One-Stop – have axed coloured milk bottle tops of late. Switching to colourless alternatives come in a bid to reduce plastic waste and improve recycling rates. It’s become the industry norm. But how meaningful is it? What are the other recycling-positive moves in milk?