



BRAND & PACKAGING UPDATE

2020



WHERE ARE WE?

WE'RE SITUATED IN THE BEAUTY
TOURIST SPOT OF NORTH WALES
WITH IT'S NATURAL PLAYGROUND
ATTRactions – COME VISIT



WHAT WE STAND FOR



We're a family affair
biz. Been flying this flag
since 1985. Our ethos is
simple, local, tasty,
& honest.

Every pot is packed full
of **Live cultures**,
wholesome Welsh
cow's milk and a bit
of 'cariad'.

Llaeth y Llan is in the heart of the community and
the community keeps Llaeth y Llan moving and that
heart pumping - we are focusing on continued
changes and benefits to all around

FROM
Field to
fridge

GREAT
SOURCE OF
CALCIUM &
PROTEIN



OUR PROMISE

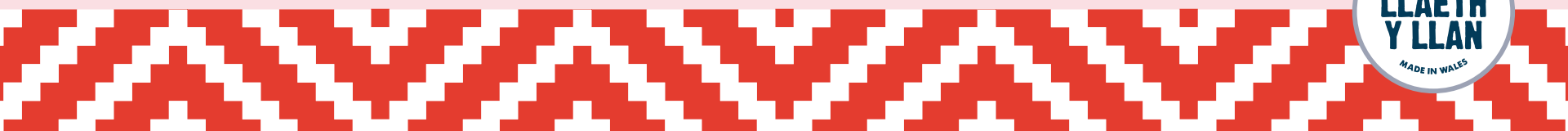
OUR PROMISE

OUR INTENTIONS ARE HONEST AND TRUE, WE STRIVE TO DELIVER THE BEST IN DAIRY PRODUCTS, THROUGH QUALITY, TASTE AND LOCAL INGREDIENTS

WE'RE OPEN, TRANSPARENT AND CONTINUALLY LOOKING FOR WAYS TO MAKE OUR PRODUCTS EVEN BETTER WITH YOUR SUGGESTIONS.

THE GOAL IS TO ALWAYS DELIVER FRESHNESS WITH MINIMAL ENVIRONMENTAL IMPACT

THERE ARE NO GMO'S WITHIN OUR PRODUCTS, AND ALL OUR MILK COMES FROM 'RED TRACTOR' ASSURED FARMS WITHIN 20KM'S OF THE DAIRY



OUR UPDATE

THIS IS WHAT WE ARE DOING

Moving all our packaging to OPRL standardised labelling

RINSE	REMOVE	RINSE
POT	FILM LID	LID
Widely Recycled	Not Yet Recycled	Widely Recycled



THIS IS THE FUTURE



MOVED FROM PS PLASTIC TO PP PLASTIC TO IMPROVE RECYCLABILITY

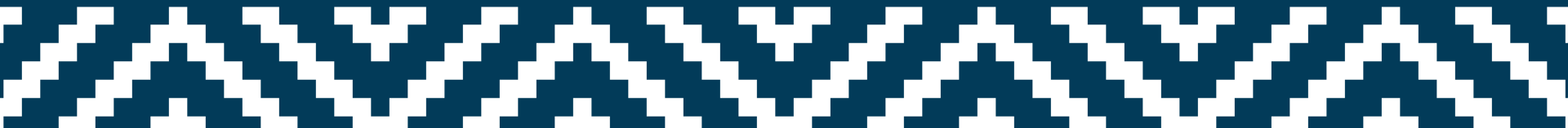
OUR AIM IS TO BE AS RECYCLABLE AS POSSIBLE AND CONTINUE TO FIND WAYS TO IMPROVE ON THIS

WE'VE ALSO LISTENED TO OUR CUSTOMERS AND REDUCED OUR SUGAR CONTENT WITHOUT AFFECTING OUR GREAT QUALITY AND TASTE BY 5% ON AVERAGE THROUGHOUT THE RANGE

MOVING TO A CARD SLEEVED POT, REDUCES OUR PLASTIC USAGE BY 6500KG PER ANNUM



**FRESH
NEW LOOK**



THE RANGE

**450g
TUBS**

ALL FLAVOURS

STRAWBERRY
RASPBERRY
TOFFEE
HONEY
NATURAL (FAT FREE)
NATURAL
VANILLA



THE RANGE

**125g
TUBS**

BLUEBERRY
VANILLA
GOOSEBERRY
TOFFEE
MANDARIN
BLACKCURRANT
MIXED BERRIES



THE RANGE



**125g
TUBS**

**LEMON
RHUBARB
RASPBERRY
STRAWBERRY
BLACK CHERRY
PEACH MELBA
NATURAL**



