

THE AUSTRALIAN

retailer

THE VOICE OF THE AUSTRALIAN INDEPENDENT RETAILER

SEPTEMBER 2013

Healthy AND GREEN FEATURE +

LUSHLY DELICIOUS

The 180 Acres range, a range of dairy products, has unveiled its new packaging design, which includes two characters – the “crazy cow” and the “kooky goat”.

The goat and cow characters help to clearly identify the type of milk used in each product, while the bright colours also help consumers to remember what colour their favourite 180 Acres product is, assisting them to find it straight away in the dairy or cheese fridge. The branding still focuses on the “happy farm life” however, the logo now



incorporates the farm gate.

The cow’s milk cheese and dairy range consists of brie, camembert, washed rind, organic butter and marinated fromage. The goat’s milk range consists of a plain, ash and herb log, fetta and marinated chevre.

180 Acres is distributed throughout

Australia by Raw Materials.

Raw Materials CEO Andrew Gray said lush green paddocks and contented goats helped to deliver the freshest milk, which has been used to create the range of delicious cheeses.

Contact Raw Materials for more information.

MoreDough Kitchens®

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