

## PRESS RELEASE

Press Release – Auckland, New Zealand, August 20, 2019

### Nutricia launches Karicare Toddler Sheep Milk innovation

- **Global leader in specialised nutrition, Nutricia launches a new product innovation made with 100% New Zealand sheep milk.**
- **The launch builds on growing consumer interest in infant formulas based on different milk varieties, and leverages Karicare’s leading market positions in toddler milk in New Zealand and goat’s toddler milk in Australia.<sup>1</sup>**
- **Launch signals Nutricia’s commitment to New Zealand farmers and suppliers, with plans to launch a full sheep milk infant formula range in 2020.**

Nutricia, a global leader in specialised nutrition, today announced the launch of its first Karicare Toddler Sheep Milk formulation, representing a significant step for the New Zealand sheep dairy industry. The launch enhances the existing strong market position of Karicare, a leading brand in Australia and New Zealand.

The product innovation responds to growing demand among consumers in Australia and New Zealand for toddler formulas based on alternative sources of milk, such as goat and sheep milk. “As consumer preferences continue to evolve, it’s important – as market leader in Australia and New Zealand – that we’re able to cater accordingly. Also, this launch is as an opportunity to serve other consumers with similar tastes in the region, and who value New Zealand’s renowned agricultural and sheep-farming heritage as well as the country’s natural environment. Plus, through this launch, we’re also supporting our local dairy sheep farms,” said John Hoare, Sales Director at Nutricia ANZ.

The current launch of Karicare Toddler Sheep Milk is sourced from sheep grazing year-round, supplied by two farms running 6000 ewes on the western shores Lake Taupo. With plans to launch a full sheep

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<sup>1</sup> IRI NZ Grocery and AU Grocery Pharmacy data, MAT 30/06/19

#### ABOUT NUTRICIA

Nutricia pioneers nutritional solutions that help people live longer, more joyful and healthier lives. Building on more than a century of nutritional research and innovation, Nutricia continues to transform lives through the power of nutrition. Nutricia’s science-based products and services support healthy growth and development during the first 1000 days. Nutricia also helps to address some of the world’s biggest health challenges including conditions in early life such as pre-term birth, faltering growth, food allergy and rare metabolic diseases, as well as age-related conditions and chronic disease, such as frailty, cancer, stroke and early Alzheimer’s Disease. As part of Danone, Nutricia fully embraces the company’s “One Planet. One Health” vision reflecting that the health of people and the health of the planet are interconnected and therefore seeks to protect and nourish both.

For more information visit [www.nutricia.com](http://www.nutricia.com)

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milk product range next year, Nutricia further aims to engage farmers in the greater Waikato region to help meet demand.

“At Nutricia, we aim to provide healthy food, tailored to the nutritional needs and eating habits of our consumers. We’re doing this by sourcing high quality ingredients from trusted local farmers and producing our products under the highest possible quality standards. With the launch of Karicare Toddler Sheep Milk, we’re pleased to offer yet another nutritional option to support active toddlers,” he continued.

Karicare Toddler Sheep Milk for 12+ Months is available in select Chemist Warehouse stores across Australia. A full Karicare Sheep Milk formulation range is planned for 2020.