



## Fonterra Future Dairy's JV Brand Dreamery Hits Retail Stores in Major Cities Across India

- *Fonterra Future Dairy's brand DREAMERY, first launched in modern trade outlets, is now also available in general trade stores across key metros – Mumbai, Pune, Bangalore and Hyderabad*
- *DREAMERY products are available on leading e-commerce platforms including Amazon Now, BigBasket, and Grofers*
- *DREAMERY portfolio is available in Big Bazaar, Easy Day, HyperCity and Foodhall*

**November 8, 2019:** Fonterra Future Dairy (FFD), the joint venture between the New Zealand-based dairy nutrition company Fonterra and the Future Consumer Ltd has expanded distribution network across modern trade and general trade.

DREAMERY, the dairy brand from the house of Future Fonterra Dairy, was unveiled in June 2019 to provide a healthy, indulgent and exciting dairy – all within the consumption norms and habits of Indian consumers. DREAMERY products are crafted by leveraging Fonterra's 130 years of dairy expertise and manufactured from 100% Indian cow milk. It's a brand that is conceived to take care of New India's dairy needs through its portfolio that currently comprises of Curd, Toned Milk, Milkshakes (Chocolate and Strawberry flavours) , Greek Yoghurt (Mango and Strawberry flavours) and Cheese Slices.

DREAMERY is now available in around 3000 general trade across key metros – Mumbai, Pune, Bangalore and Hyderabad. DREAMERY has also established a strong presence across modern trade outlets like Big Bazaar, Easy Day, HyperCity and Foodhall that registers over 300 million customer footfalls annually. DREAMERY also recognises the importance of emerging retail channels and has made successful partnerships with Amazon Now, BigBasket, and Grofers and are available across these platforms.

“DREAMERY aspires to be a national brand and is focussed and committed to serving delicious milk and milk products to the customers. We are following one of the most stringent milk testing regimes in the world. Our raw milk undergoes 65+ routine checks and 93+ quality checks, to assure high quality of our products,” says Ashni Biyani, Managing Director, Future Consumer Limited. “The brand will continue to expand e-commerce and other modern trade partnerships in a phased out manner to establish itself as a strong national dairy brand.”

Dreamery has received very encouraging response from the consumers. 1 out of every 10 customers in large modern trade outlets like Big Bazaar buys Dreamery Milkshakes today. The brand has demonstrated strong penetration and repeat purchase across these stores.



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**Future Fonterra Dairy:** Fonterra Future Dairy seeks to re-define the dairy market in India by fulfilling a promise of healthier, richer and more indulgent dairy products - the promise of Dairy 2.0. In keeping with this, we are following one of the most stringent milk testing regimes in the world. Going with a risk-based approach for the management of food safety and quality, we have adopted the Hazard Analysis Critical Control Point (HACCP) system to identify, evaluate and control hazards which are significant to food safety based on the GFSI certified Food safety management system.

**Future Consumer Ltd (FCL):** FCL is a leading data and tech driven FMCG company, building brands for India's Fast Moving Consumer Generation. As an FMCG 2.0 company, FCL is using real-time data to gain deep insights on the Indian consumers, their food habits, and beliefs. There is a new restless generation of consumers out there that seeks the next. Constantly, instantly and fearlessly. It is for this breed of aspirers that FCL has created a whole new world of innovative products from across multiple categories in food, home care and personal care and beauty space and built successful brands like Tasty Treat, Voom, Karmiq, Dreamery, and Mother Earth among several others.