



delivering more
NATURAL GOODNESS
than ever before



Our Goodness Promise celebrates the inherent goodness of our products, and brings better balance to the Lion Dairy & Drinks portfolio – helping people to enjoy more natural goodness every day. We've made commitments to around 20 targets to further improve the nutritional value of our products, address portion sizes and improve the nutritional literacy of consumers.

Now in its third year, we can proudly say we are progressing well against our targets, and are pleased to share six key achievements for 2017 thanks to the collaborative efforts of our people...



1. More natural goodness

76% of our Lion Dairy & Drinks sales volume¹ is in our "best" and "good"² categories (up from 74% in 2016)



2. Product innovation

74% of our innovation projects are in our "best" and "good" categories, on track for 80% by 2019. Exciting new products or innovations include:

- Lion Speciality Cheese Little Entertainers
- The Culture Co Kefir
- Farmers Union Greek Style Yoghurt pouches



3. Reducing added sugar

Reformulations should result in an 897 tonne reduction in added sugar over the next year¹ - 62% of our target (1440 tonnes, 10% of our 2014 volume)



4. Communicating our goodness

In 2017 we launched Milk Loves You Back (MLYB) to educate Australians about the 8 essential nutrients found naturally in milks like Dairy Farmers, Pura and Masters³. The MLYB logo and extended nutrition information panel now appears on 42 products



5. Doing the right thing

We're voluntarily giving consumers more nutrition information about our products. Our products include this information on the labels:

- Caffeine content: now on 77% of coffee products
- Added sugar: now on 61 products
- Calories: 145 products
- Calcium content (cheese): 95 products



6. Star labelling

60% of our applicable retail portfolio displays the Health Star Rating

¹ Based on Lion Dairy & Drinks sales volumes (Dec 2016 – Dec 2017)

² Best, Good and Treat categories are based on independently assessed nutrient criteria. Check out sustainability.lionco.com/a-promise-of-goodness/ for more info

³ Find out more at www.milklovesyouback.com.au