

## Why The Rosenberger's Dairy Brand?

- Most productive and best performing local milk brand in the Philadelphia and Harrisburg/Scranton market
- Made in PA... Fresh & Local! No RBST!
- Available to consumers at over 2,000 retail locations
- Full portfolio of products

Volume Sales Change % Yago				
+11.4	(10)	(1.1)	(51.2)	(2.1)
ACV Wtd Distribution / \$ Sales Per Point Of Distribution (\$MM)				
14.6 / \$541	6.4 / \$280	74.2 / \$196	8.5 / \$124	4.5 / \$317
*IRI Latest 12 Weeks Ending 2/21/2016				

### White Milk



### Flavored Milk



### Single Serve Milk



### Creams & Cultured



### Iced Tea & Drinks



### Orange Juice



## Rosenberger's Brand NEWS!

COMING APRIL 2016...  
**NEW Rosenberger's Brand Organic Milk!!!**



COMING APRIL 2016...  
**NEW Rosenberger's Brand Not From Concentrate Premium Orange Juice!!!**