

MILK WITHOUT REFRIGERATION?

SHELF STABLE MILK 101

SHELF STABLE MILK – WHAT IS IT?

Shelf stable milk, also known as aseptic milk, is a fluid milk product that requires no refrigeration until opened. Think of it as the juice box of the dairy category.

HOW IS IT ACHIEVED?

The unique combination of pasteurizing milk at an ultra high temperature (UHT), and then packaging it in a specialized Tetra Pak® packaging format, results in milk that is shelf stable. The UHT pasteurization process eliminates bacteria while the carton shields out light, air and any potential contaminants.

WHAT ARE ITS BENEFITS?

There are many benefits of shelf stable milk; there is no refrigeration required (until opening), it maintains nutritional integrity without any additives or preservatives and it has a longer shelf life (up to six months). Its greatest benefit however is its versatility — the convenient and portable format ensures you can enjoy your milk anytime, anywhere.

WHERE CAN I FIND IT?

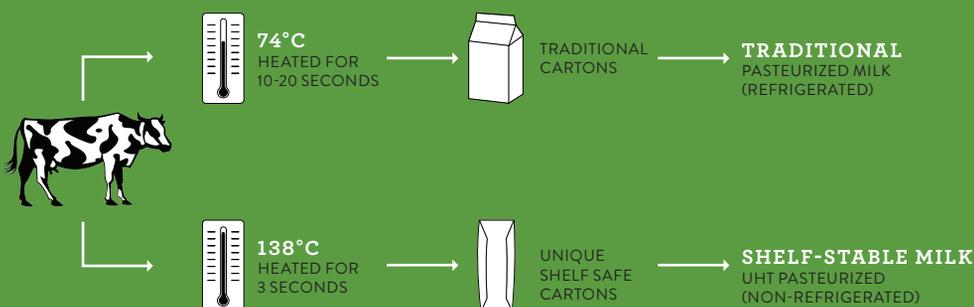
While shelf stable milk has been around in Europe for decades, it still remains a relatively new concept in North America, with limited offerings. However, with growing demand for convenient food options that work with today's busy lifestyles, the winds are changing. This fall, Organic Meadow, an Ontario-based organic dairy processor, will be launching Canada's only organic single-serve shelf stable milk product — 2% white and chocolate. You can find it in the organic section of the grocery store within the shelf stable beverage aisle.

Learn more at www.organicmeadow.com.



HOW IS IT DIFFERENT?

SHELF STABLE MILK VS. TRADITIONAL MILK



WHY SHELF STABLE?

- ✓ Portable
- ✓ Convenient
- ✓ Delicious

WHICH MEANS YOU
CAN ENJOY YOUR MILK
ANYTIME, ANYWHERE!