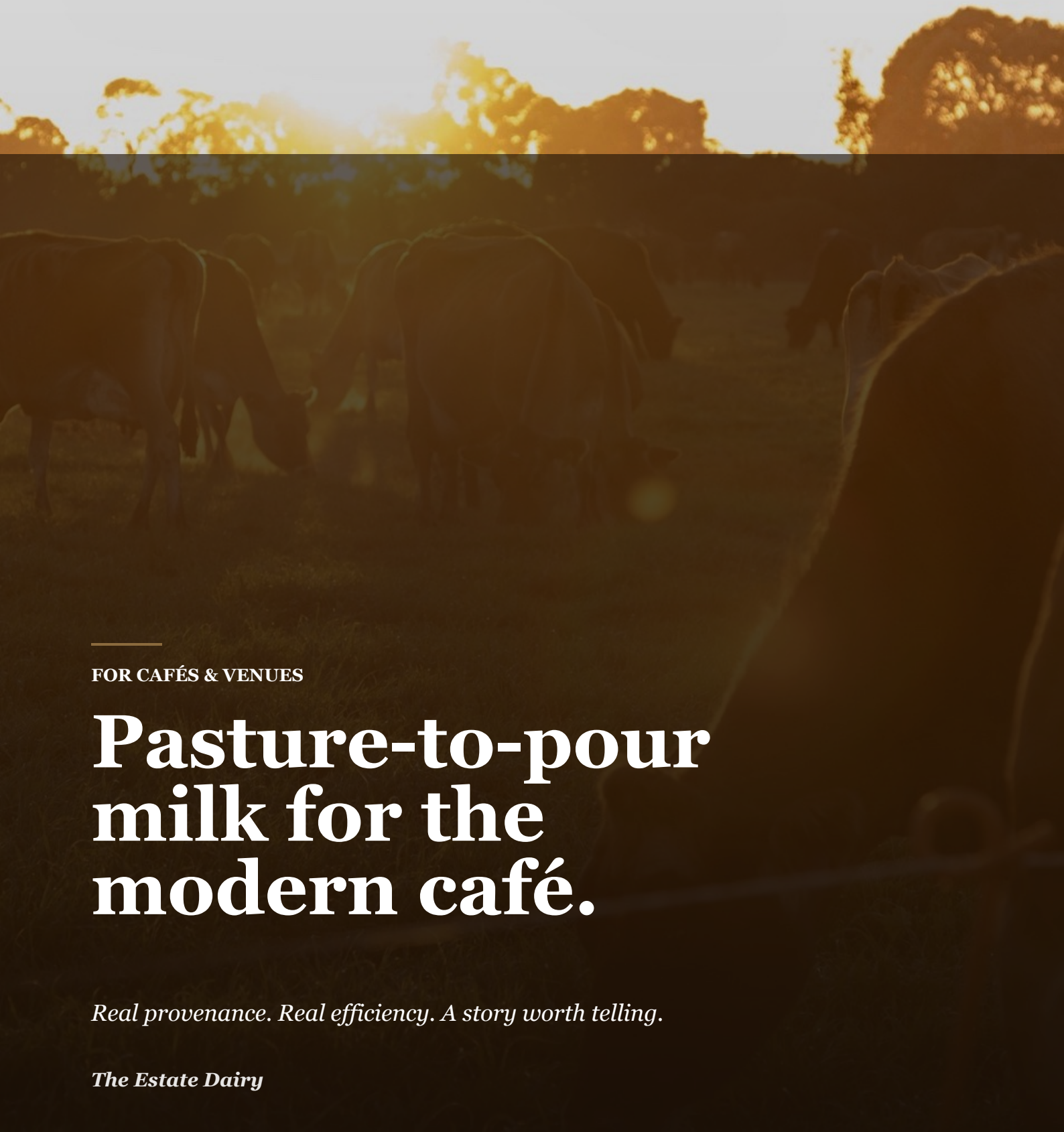


THE ESTATE DAIRY



Powered by



FOR CAFÉS & VENUES

Pasture-to-pour milk for the modern café.

Real provenance. Real efficiency. A story worth telling.

The Estate Dairy

SECTION 01

The hidden cost of dairy.

*Waste handling. Carton runs. No story.
Time to rethink what milk means for your café.*

What dairy is costing you today

Most cafés don't think of dairy as a cost problem. But behind the counter, it's one of the most labour-intensive, waste-generating, and story-less parts of the whole operation.

The real cost beyond the BiB price

- Waste handling. Empty bag-in-box (BiB) cartons crushed, bagged, binned. Multiple times a day. Every day. That's floor space, bin space, and staff time.
- The BiB recycling stream. Rinsing, sorting, dedicated bin collection. An operational overhead with no customer benefit.
- Back-of-house clutter. Stacked BiB cartons, storage shelves, fridge space taken up by packaging rather than product.
- Staff time at peak service. Restocking individual cartons during the morning rush is slow. A keg change takes seconds and supplies ten times the volume.
- No story. Customers increasingly ask where their milk comes from. Most cafés can't answer that — because the carton doesn't tell them.

5,200

**single-use plastic units avoided
per year**

Consumer sustainability story. 312 kg HDPE.

£1,456

**saved on disposal & labour per
year**

vs bag-in-box (BiB) cartons.

4 min

**per bag-in-box change at front
of house**

Vs. seconds for a keg swap.

THE QUESTION EVERY CAFÉ WILL FACE

“If a customer asks ‘where does your milk come from?’ and you can’t answer, that’s a gap in your offering — not just in your supply chain.”

What your customers expect in 2026

The questions are already happening. Customers want to know more — about provenance, sustainability, and whether the brands they support align with what they believe. Dairy is next.

SHIFT 01	SHIFT 02	SHIFT 03
Provenance	Sustainability evidence	Scan-to-discover
Customers already expect to know where their coffee beans come from. Milk is next. “Single-origin” is moving from specialty to expectation.	Claims aren’t enough. Customers want proof: fewer bottles, real numbers, verified impact. ‘We care about the environment’ is not a differentiator anymore.	QR codes on packaging are normalised. Customers expect to scan and get something meaningful back — not a website homepage, but a real story about this specific milk.

Why this matters for your café

- Cafés that can answer the provenance question build deeper customer loyalty.
- A visible sustainability story differentiates you from the café next door.
- Staff who know the milk story are more confident, more engaging, and better salespeople.
- Venues that lead on sustainability attract the customers worth attracting.

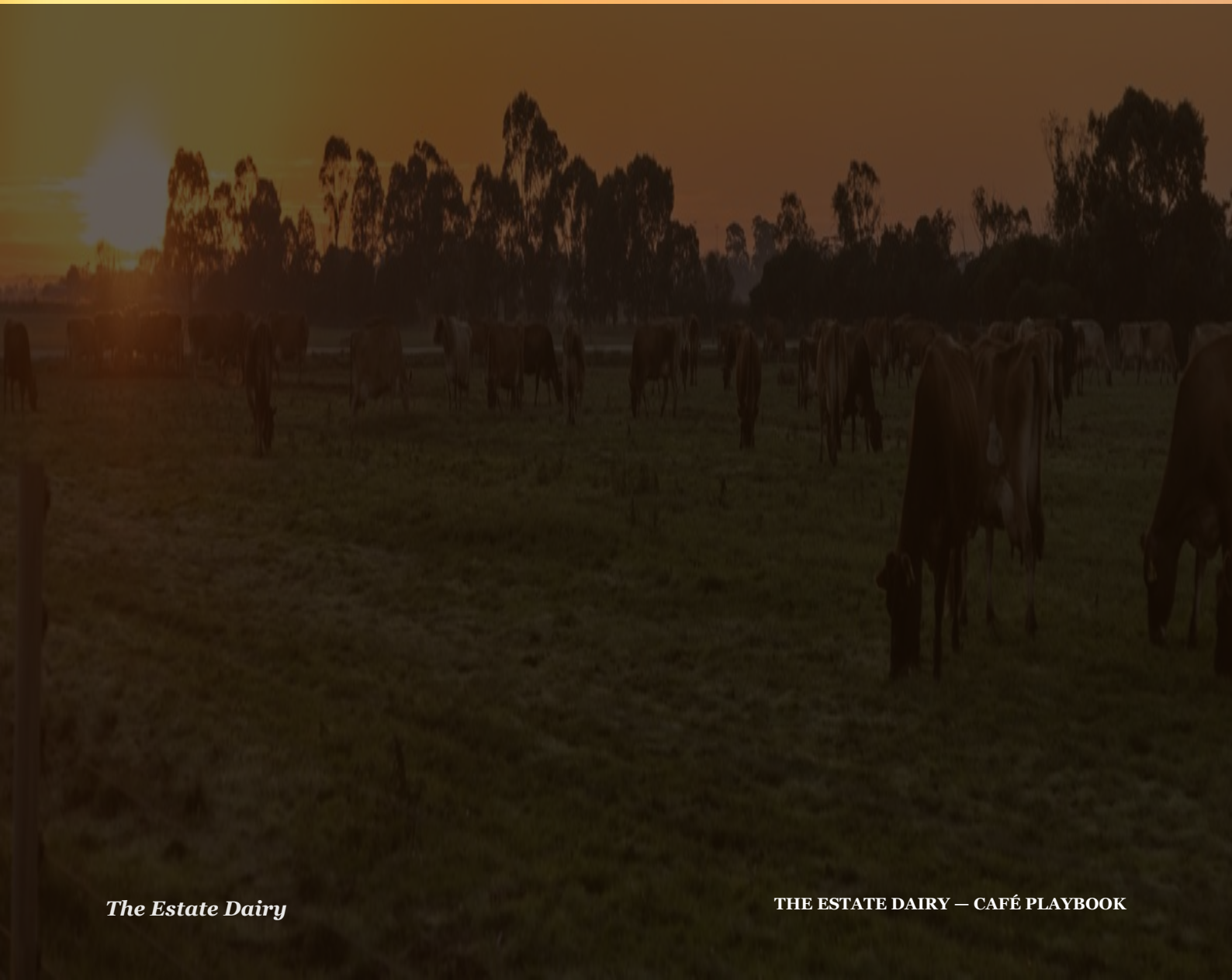
IMAGINE THIS CONVERSATION

“Picture telling your customers: this milk was produced this week, by a single herd, on a family farm in Suffolk — and you can scan the keg to see it.”

SECTION 02

Single-herd milk. Real provenance. Reusable kegs.

*The Estate Dairy — Suffolk farm to your milk tap.
With a story your customers can scan.*



The Estate Dairy

A Suffolk family farm. A single herd. Milk produced, chilled, and delivered with a traceability that no blended, multi-source supply chain can match.

Where the milk comes from

- Single herd. Every litre of Estate Dairy milk comes from one herd on one farm. Not a blend. Not a co-op. One source.
- Suffolk, England. Family-owned. Generations of farming knowledge baked into every collection.
- Traceable from pasture to pour. We know the collection date, the batch, the route. That traceability is what makes the QR scan meaningful.
- No greenwash. We don't claim outcomes we haven't measured. The numbers on the keg are real, sourced and verifiable.

Conventional dairy supply	The Estate Dairy approach
Multiple farms blended. Source unknown at point of sale. Sustainability claims unverifiable. Packaging tells no story. Café has no answer to ‘where does this come from?’	Single herd, single farm. Source traceable to batch. Impact verified and scannable. Reusable keg reduces waste. Every customer with a phone can discover the full story.

The keg: what it is, what it does

The milk arrives in a reusable, HACCP-certified food-grade plastic keg. Not stainless steel — food-safe plastic, engineered for high-volume reuse, pressure-tight, and purpose-built for fresh milk.

WHAT THE KEG IS

- Food-grade plastic (Certified to HACCP International food safety standards)
- Available in 18L and 12L formats
- Pressure-sealed, cold-chain ready
- Fully traceable digital identity via QR code
- Designed for high-volume reuse, many cycles
- Compatible with standard milk-tap dispensing systems

WHAT IT REPLACES

- Bag-in-box (BiB) cartons and associated handling
- The carton recycling stream and disposal burden
- Multiple small deliveries per week
- Back-of-house storage clutter
- Opaque supply with no customer-facing story
- Single-use plastic packaging (BiB bladders, caps, films)

The QR code on every keg

Each keg carries a unique QR code. Scan it at any point in the journey — when it arrives, at the bar, or via table signage — and the keg tells its story: which farm, which batch, how many reuse cycles, how much plastic it has avoided. Real data. Evidence, not claims.

THE BIG IDEA

“The keg is not just packaging. It’s a traceable, scannable object that carries the whole story of the milk — from pasture to your milk tap.”

What this means for your café.

Value. Efficiency. Transparency.
The three things no carton can give you.

AT A TYPICAL 200 L/WEEK CAFÉ — PER YEAR

UK CAFÉS

5,200

single-use plastic units avoided

Consumer sustainability story. 312 kg HDPE.

£1,456

saved — disposal + labour vs BiB

£936 disposal + £520 labour (vs bag-in-box).

718 kg

CO₂e avoided

≈ 131 car-days off the road.

AUSTRALIAN CAFÉS

5,200

single-use plastic units avoided

Consumer sustainability story. 312 kg HDPE.

A\$2,708

saved — disposal + labour vs BiB

A\$1,664 disposal + A\$1,044 labour (vs bag-in-box).

718 kg

CO₂e avoided

≈ 131 car-days off the road.

MILK POUR WASTE — KEGS VS BOTTLES / BAG-IN-BOX

~8%

less milk wasted — kegs vs bottles/BiB

Bottles/BiB: ~10% pour loss · TED kegs: <2% · Net saving: ~8% of weekly volume

KEG VS BAG-IN-BOX (BiB) — UK FOODSERVICE OPERATOR COST (PER LITRE)

BiB disposal £0.04/L · FOH handling £0.05/L (4 min per BiB change)

Bag-split loss £0.02/L (2%) · Keg amortised packaging: £0.01/L

The keg removes BiB disposal, handling and bag-split overhead.

THE BOTTOM LINE FOR YOUR CAFÉ

Same milk. Less waste. A story your customers can scan.

Sources: PlasticsEurope HDPE eco-profiles 2022 · WRAP UK trade waste 2022 · Sustainability VIC / EPA NSW · Fair Work NMW 2024/25 · UK NLW 2024/25.
BEIS/DEFRA + ABS · WRAP UK Gate Fees 2024-25 · Foodservice Footprint 2024-25 (WRAP UK). Figures indicative, based on a 200 L/wk venue.

Value: the total cost of milk

If you're comparing keg milk to carton milk purely on bottle price, you're missing most of the picture. The real comparison includes every touch point in your operation.

Where the hidden costs live

COST LINE	WITH CARTONS / BiB	WITH TED REUSABLE KEGS
Packaging disposal	Daily. Staff time + bin cost.	Zero. Keg returned for reuse.
Recycling stream	Rinse, sort, dedicated bin.	Eliminated.
Milk pour waste	~10% of milk lost (BiB bag-split + pour).	~2% with kegs — ~8% less per week.
Storage space	Shelf / fridge space for cartons.	One keg. Same volume. Less space.
Restocking time at peak	4 min per BiB change (FOH).	Seconds for a keg swap.
Delivery frequency	Multiple deliveries per week.	Fewer, larger deliveries.
Staff knowledge gap	Can't answer provenance questions.	QR scan tells the full story.

SUGGESTED RESPONSE

When someone asks 'isn't this more expensive?' — add up disposal fees, recycling overhead, staff time, and fridge space. The price per litre is only one line on a much longer list.

Efficiency: behind the counter

Every minute behind the bar during a morning rush is worth something. The keg system is designed to save those minutes — and give them back to your team for what actually matters.

WORKFLOW IMPACT	WHAT IT MEANS FOR YOUR TEAM
Faster milk changes	A keg swap at peak service takes seconds, not the 4-minute BiB shuffle. One action, ten times the volume restocked.
Less back-of-house clutter	One keg replaces a week of individual cartons. Back-of-house space returns to food and equipment — not packaging.
Fewer deliveries	Bulk delivery in reusable kegs means less time managing arrival windows, checking in stock, and clearing delivery clutter.
No carton recycling burden	No rinsing, flattening, sorting or separate collection. The keg goes back to us. Your recycling bin shrinks.
Simpler ordering	One SKU. One supplier relationship. No managing multiple bottle sizes or tracking which format is running low.

THE EFFICIENCY CASE

One keg in the fridge. One swap to do. Less clutter, less waste, less time managing packaging — and more time making great coffee.

Transparency: the story your customers can scan

The QR code on the keg, or on your milk tap signage, gives customers something real to engage with — not a marketing page, but verifiable information about this specific milk.

What the QR scan shows

- Farm origin. The Estate Dairy, Suffolk. Single herd. Named source, not ‘farm assured blend’.
- Collection date and batch. The specific batch this keg was filled from.
- Reuse count. How many times this keg has been used — real circular economy evidence.
- Plastic avoided. The number of single-use bottles this keg has replaced over its lifetime.
- Carbon impact. Estimated CO₂e avoided vs the equivalent single-use volume.

What this does for your café

- Customers who scan become advocates — they have a story to share.
- Staff who know the story are more confident and more engaging.
- Your café associates itself with evidence-based sustainability, not vague claims.
- The signage pays for itself in differentiation — no additional marketing spend needed.

PICTURE THIS CONVERSATION

A customer notices the keg behind the bar. They ask: “Where does your milk come from?”

Your barista smiles, points to the QR on the tap sign, and says: “Scan that — it’s a single herd in Suffolk. The farm is right there.”

The customer scans. Sees the farm, the batch, the impact. Posts it.

That’s the story. No greenwash. Evidence, not claims.

How to get started

Getting Estate Dairy milk into your café is straightforward. There's no equipment purchase, no complex integration, and no long-term commitment upfront. We'll walk through everything before your first keg arrives.

01

Conversation

We talk through your current setup — weekly milk volumes, current supplier, dispensing equipment, storage. No pitch, just an honest assessment of whether the keg system works for your café.

02

Trial delivery

We arrange a trial delivery of your most popular milk format (typically 18L full cream or semi-skimmed). You get to see the keg in action, the QR scan, and how it fits behind the bar before making any commitment.

03

Tap signage & QR setup

We supply milk-tap signage and a scannable QR point-of-sale card for the bar. These are ready-to-use — no design work required from your team.

04

First delivery on your schedule

Regular deliveries structured around your service days. We handle the logistics of keg collection and return. You handle the coffee.

Get in touch

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Supplied in partnership with

The Udder Way
Reusable keg packaging & digital traceability
theudderway.com

**Pasture to pour.
From a Suffolk farm
to your milk tap.**

Real milk. Real provenance. Real story.

The Estate Dairy

Kegs supplied in partnership with The Udder Way

theestatedairy.com