



FOR YOUR CAFÉ

Same milk. Better story.

Reusable kegs. Real provenance.
One scan from your cup to the farm.

WHAT'S BROKEN TODAY

The cup comes back. The dairy doesn't.

Your customer drinks 80% milk, all from a hidden carton.
Single-use plastic stacks up behind the bar.
Sustainability claims need proof you can't show.
And the farm behind the milk has no voice at the counter.

80%

of your coffee
is milk.

5,200

single-use bottles
avoided each year.

One scan

to put your dairy
on the customer's phone.

FOR YOUR CAFÉ — IN THREE STEPS

Swap the carton. Keep the story.

01 We deliver.

Fresh Estate Dairy milk in reusable, food-grade kegs. Same milk you'd pour from a bottle — better packaging.

02 You pour.

Connect to your existing dispense or auto-barista setup. Faster keg changes during the morning rush. Less bin waste.

03 Your customer scans.

A QR code on the keg tells them the farm, the cycle, and the plastic you've avoided. The story they're paying premium prices to hear.

AT A 200 L / WEEK CAFÉ · EVERY YEAR

*What you save.
What you avoid.*

5,200	£1,456	718 kg	~8%
plastic bottles avoided	saved on waste+labour	CO ₂ e cut	less milk wasted
312 kg HDPE.	vs HDPE bottles/yr.	≈ 131 car-days.	Kegs <2%, bottles 10%.

Same milk. Same margin. New story.

Sources: PlasticsEurope HDPE 2022 · WRAP UK trade waste 2022 · UK NLW 2024/25 · BEIS/DEFRA.
Milk pour waste: Ed Crick / TUW direct-dispense spec (Jun 2026); Ubermilk/Specialist Espresso Sydney CBD study.
Independently audited 15 May 2026. Numbers shown are for a 200 L / week venue.

RUN THE NUMBERS FOR YOUR CAFÉ

See your impact. In thirty seconds.

Tell us how much milk your café uses each week.

We'll show you the bottles, the cost, and the carbon you'd avoid by switching to reusable kegs.

It takes about half a minute. Real numbers, no email required.



SCAN OR TAP

calculator.theudderway.com

Works on phone, tablet, or laptop.

No signup. No email capture. No spam.



READY TO TALK?

Let's get you started.



THE ESTATE DAIRY

theestatedairy.com

Or scan the calculator on the previous page.