



FOR KEELING

Move milk. Move trust.

Grove Dairy milk — in reusable TUW kegs — distributed by Keeling.

A single-system pitch covering the café experience
and the distributor opportunity.

in partnership with





THE PROPOSITION

A new dairy channel. Across every venue.

Grove Dairy fills pasteurised milk into reusable TUW kegs at Castlederg. Keeling moves those kegs into venues across Ireland — cafés, QSR, hotels, corporate catering, healthcare, education, leisure. Same fleet, new line, every customer eligible. Empties return on the same vehicles. No single-use bottles. Live data on every keg.

THE VENUE GETS	THEIR CUSTOMER GETS	KEELING GETS
Fresher milk, less bin waste, a story they can pass to their own customer through a QR scan to Castlederg.	Milk traceable to a named Irish farm — not a plastic bottle off a shelf. Same coffee, hotel breakfast, school canteen, hospital service.	A sticky, regularly-replenished SKU that scales across every channel they already serve. New venues, new volume, no new infrastructure.

Why this matters now. Irish foodservice ESG reporting is tightening across the board. Hotels are being graded by booking platforms. Corporates are tendering on sustainability. Universities and hospitals have plastic-reduction targets in their procurement. Bottles cannot deliver against those. Kegs can.

SECTION ONE

The venue

What every venue on a Keeling route sees, saves, and says.



THE VENUE · THE NUMBERS

A 200 L / week venue, in one year.

Modelled on Irish disposal, labour and energy rates. The same maths scales across channel: a 200 L/wk café, a 400 L/wk hotel breakfast service, a 600 L/wk university canteen. Sources cited below.

5,200

single-use bottles
avoided

€1,729

annual saving
vs HDPE bottles

718 kg

CO₂e avoided
(≈ 125 car-days)

~8%

less milk wasted
kegs vs bottles/BiB

Side-by-side, per year

	2 L HDPE bottles	TUW 18 L keg
Plastic shipped to café	312 kg HDPE	0 kg (kegs returned)
Bins & disposal	€1,144 disposal + labour	Included in keg service
Stock handling time	43 hrs / yr	~ 6 hrs / yr
Plastic disposal narrative	Bins, recycling stream	Reuse loop, audited
Milk pour waste	~10% (bottles/BiB bag-split)	~2% (kegs) — ~8% per week saved
Customer-facing story	Bottle on shelf	QR scan → farm in Castlederg

Sources: bottle weight 60 g, PlasticsEurope HDPE 2022 · disposal €0.22/bottle, EPA Ireland commercial waste · labour at Irish NMW 2025 (€13.50/hr) · car CO₂e 2,100 kg/yr, EEA passenger-vehicle averages.



THE VENUE · CHANNEL FIT

Every foodservice channel. One system.

The TUV keg dispenses pasteurised milk wherever pasteurised milk is poured. That makes it a multi-channel SKU, not a single-channel product.

CAFÉS & COFFEE	High-frequency, story-led venues. QR-to-farm narrative becomes a barista's talking point. Bin-load drops, bench space returns.
HOTELS & HOSPITALITY	Breakfast service, restaurant, room service, conference catering. Hotels grade on sustainability — audited plastic numbers move scorecard.
QSR & CHAINS	Standardised dispense across sites. Live keg data into central operations — stock-on-hand visible network-wide, not unit by unit.
CORPORATE & WORKPLACE	ESG-reporting tenants increasingly tender on plastic. Reusable-keg dairy is a defensible answer where bottles are not.
EDUCATION	Universities and schools with plastic-reduction targets in procurement. Volume venues, single decision-maker, multi-year contracts.
HEALTHCARE	Hospital and aged-care catering. HACCP-certified equipment, traceability dashboard, audit-ready by design.
LEISURE & EVENTS	Stadiums, attractions, festivals, golf clubs. High visibility, high plastic load — the venues most exposed to public-facing sustainability scrutiny.

“This morning's flat white — the milk left a farm in Castlederg yesterday afternoon. Scan the code on the keg behind the bar and you can see the cow it came from.”

— the story a venue tells its customer. Coffee bar, hotel breakfast, canteen counter.

SECTION TWO

The distributor

What Keeling gets.



THE DISTRIBUTOR · THE OPPORTUNITY

New channels. New growth.

Reusable kegs don't just replace bottles in cafés. They open dairy delivery into venues where bottles and bag-in-box don't fit: ESG-graded hotels, sustainability-tendered corporates, plastic-reduction-targeted education and healthcare contracts. Each new channel is incremental volume on routes Keeling already runs.

Why this fits Keeling

- **Multi-channel SKU.** One product line lands in cafés, hotels, QSR, corporate, education, healthcare and leisure — Keeling's existing customer base, expanded use case.
- **Sticky orders.** Venues on kegs order weekly, not opportunistically. Predictable cadence aligned to actual consumption.
- **Reverse logistics already there.** Empties return on the same vehicles. No new fleet, no new routes.
- **No infrastructure risk.** TUW owns the keg pool, runs the dashboard, trains the venue. Keeling carries milk, not infrastructure.
- **Tender-grade evidence.** Plastic reduction is audited per venue — Keeling can put numbers in front of corporate, education and healthcare buyers who tender on sustainability.
- **Three-way co-brand.** Grove Dairy × TUW × Keeling. A story that travels further than a price list.

***The defensible position.** Single-use HDPE is a falling product category across every Irish foodservice channel. The distributors who move first take the venues that care about plastic. By the time it's commodity, the relationships are written.*



FOOD SAFETY · PROVENANCE

Certified, audited, traceable.

The TUW keg and dispensing system are food-safety certified under HACCP International's certification scheme. Material compliance is independently documented at the resin level.

HACCP International certification

Certificate: PE-155-TUW-R1-02 · issued 10 April 2025 · valid to 11 April 2027

Issuer: HACCP International Pty Ltd (haccp-international.com)

Products certified: The Udder Way Keg · Cafe & Deli Kit System 2.0 · Juggler keg-use modification kit

Food Zone Classification: FZP (Food Zone Primary)

Scope: “food-safe equipment suitable for dispensing or storing pasteurised or ultra-heat treated milk in facilities operating a HACCP-based Food Safety Programme.”

Material compliance

- Virgin (non-recycled) food-grade LDPE resin (Alkatuff LL711UV / Qenos)
- BPA-free, Phthalate-free — Micropellets Australia material declaration (8 March 2023)
- Drinking-water contact pass (AS/NZS 4020)
- Food-contact plastics standard AS2070-1999
- EU Regulation 1935/2004 equivalence via food-grade resin certification
- Food-grade compliance letter — Tankworld Tasmania (BSI Benchmark licence 713704)

HACCP Technical Panel assessment (Juliana Elliott / David Haberfield, HACCP International, 15 March 2023): “LDPE is a very stable, inert and insoluble plastic — milk is only stored in the LDPE kegs for a relatively short time. The short length of time the milk is stored significantly lowers the risk of leeching of chemicals into the milk.”

Shelf life

14 days from fill for pasteurised milk in a sealed TUW keg held under standard chilled conditions. Confirmed in Grove Dairy's filling and dispatch protocol.

Operating conditions: daily clean-sanitise cycle on the dispenser; deep-clean and dismantle every six months; kegs sanitised after cleaning prior to food contact use. Documented in the TUW operating manual and trained-in at deployment.



THE SYSTEM

How a keg moves.

From Castlederg to the counter, and back. One vehicle pass, two flows.

1. FILL	Grove Dairy pasteurises and fills milk into sanitised TUW kegs at Castlederg. Each keg is sealed with a tamper-evident lid and labelled with a fill-time QR.
2. DISPATCH	Pallets of 48 kegs are dispatched to Keeling's depot. Each pallet carries ~864 L of milk — the equivalent of 432 two-litre bottles.
3. DELIVER	Keeling delivers full kegs into venues on existing routes — cafés, hotels, QSR, corporate, education, healthcare, leisure. Keg swap takes under sixty seconds.
4. RETURN	Empty kegs leave the venue on the same vehicle on the next visit. Venue keeps no plastic waste from milk.
5. WASH & REFILL	Empties are washed, sanitised and re-filled at Castlederg. Each keg cycles 100+ times before retirement.
LIVE DATA	Every keg is tracked in the TUW dashboard: who has it, when it was filled, when it was scanned. Keeling sees the full picture across the customer base.

The keg — at a glance

- 18 L volume · 2.6 kg empty · 20.62 kg full
- Transport: 360 × 290 × 262 mm · 48 kegs per pallet (with transport lids)
- Material: virgin food-grade LDPE · ~100 cycles before retirement
- Source: TUW-PRO-016 Keg Specification rev 4.0



NEXT

Push and pull.

We win cafés two ways at once. Keeling pushes the SKU through depot and reps. Grove Dairy and TUV pull demand at the café and customer end. Cafés land on Keeling's order book from both directions.

PUSH — Keeling

- **Stock Grove Dairy in TUV kegs** as a listed SKU across the depot.
- **Sell through your reps** on every channel they already cover — cafés, hotels, QSR, corporate catering, education, healthcare, leisure. Same vehicles, new line, multi-channel reach.
- **Channel-tailored sell sheets** — Grove × TUV × Keeling, one per vertical, so each rep has the right pitch in front of the right buyer.
- **Operational backing:** TUV handles keg pool, dashboard onboarding, venue training. Keeling carries milk, not infrastructure risk.

PULL — Grove Dairy + TUV

- **Multi-channel campaign** across Ireland — the Grove Dairy farm story, the plastic-reduction proof, the live dashboard. Targeted by channel: hospitality trade press, sustainability tender networks, education procurement forums, healthcare catering channels.
- **End-customer activation** via QR codes on every keg — baristas, hotel staff, canteen managers all carry the same story.
- **Direct venue enquiries routed to Keeling.** Demand we generate lands on your order book — across every channel.
- **Tender-grade evidence.** Audited plastic numbers Keeling can publish in corporate, education and healthcare bids where bottles can't compete.

Ed Crick · Managing Director, The Udder Way

ed@theudderway.com · +61 439 399 539 · theudderway.com

Common objections — short answers

“Kegs only work in cafés.” They work anywhere pasteurised milk is poured: cafés, hotel breakfast, QSR counter, university canteen, hospital service, corporate cafe, stadium kiosk. One system, every venue type.

“Will venues adopt it?” Swap takes 60 seconds. Venues on system today report the change as immediately positive — less mess, less waste, more bench space, plus a sustainability story they can use with their own customer.

“What if the keg leaks?” Tamper-evident sealed lids; failure rate measured in single-digit incidents per 10,000 keg-deliveries. Replacement is on the next route.

“What about cold-chain?” Standard chilled delivery and chilled keg storage on site. Same regime as any pasteurised dairy product. 14-day shelf life from fill.

“Who cleans them?” Grove Dairy washes and sanitises every keg before refill, to the operating-condition standard documented under HACCP International certification.