

DAIRY PARTNERS

Move milk. Move data. Move trust.

Turning reusable packaging into a brand,
trust and growth engine.



Eliminating Single-Use Plastics Globally.
theudderway.com

SECTION 01

Why this matters.

Dairy brands are invisible at the point of consumption.
Meet the Kegs changes that.



The challenge for dairies

Dairy brands have been built on quality, provenance and craft — yet at the point of consumption, all of that disappears. The cup of coffee comes back, but the dairy behind it doesn't.

What's broken today

- Dairy brands are largely invisible at the point of consumption — consumers see a coffee, not the milk behind it.
- Sustainability claims are easy to make and hard to prove.
- Packaging waste is rising while transparency expectations climb faster.
- The supply chain is opaque to the institutions and councils now demanding evidence.

80%

of your coffee is milk.

But your brand never gets to say it.

Billions

of plastic milk containers

enter waste streams every year.

Zero

ways to verify dairy provenance.

At consumption — until now.

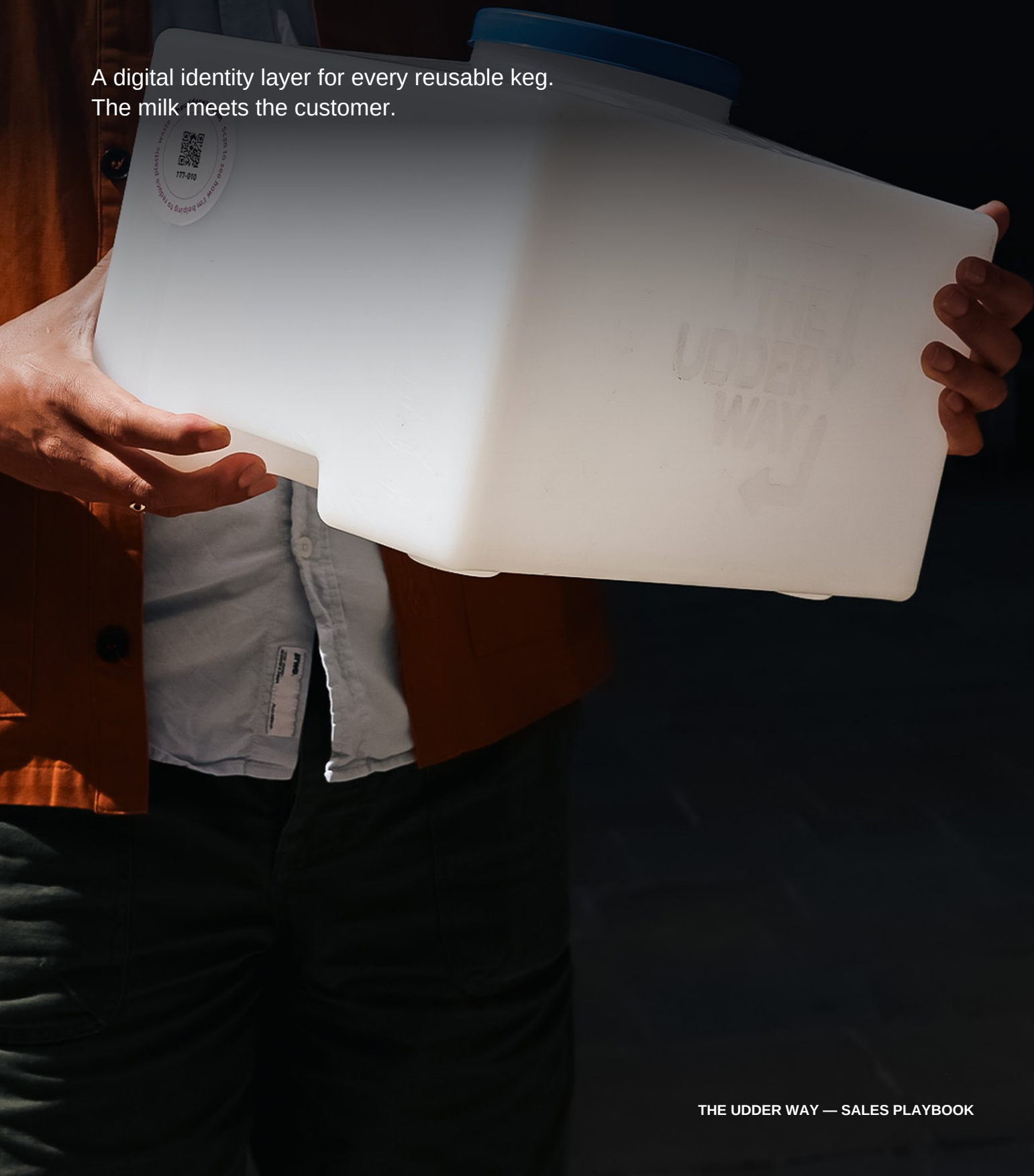
THE INSIGHT

“Meet the Kegs solves all of this — using the keg itself as a digital brand and trust platform.”

SECTION 02

What we built.

A digital identity layer for every reusable keg.
The milk meets the customer.



What is “Meet the Kegs”?

Meet the Kegs is The Udder Way’s digital storytelling, data and engagement layer that assigns **every reusable keg its own digital identity**.

Every keg has a unique QR code.	Tracked at every supply-chain step.	Becomes a brand touchpoint.
Scannable at the dairy, in the truck, behind the bar, on the table. CO ₂ tracking baked in.	Filled, washed, delivered, returned. Live data, not paperwork.	Not packaging — a story, an identity, a relationship.

Where Meet the Kegs lives

Three surfaces, one ecosystem. The keg moves; the data moves with it.

SURFACE 01	SURFACE 02	SURFACE 03
The Udder Way App	Website (Consumer & Trade)	In-Venue (Offline)
Real-time keg journey tracking. Usage, rotation and sustainability data. AI-powered “Keg Avatar” displaying dairy origin, reuse count, plastic avoided, CO ₂ impact.	Scan-to-view keg stories. Dairy brand profiles. Live sustainability dashboards. Council and institutional reporting via partner dashboards. First-party location data.	QR codes on milk taps, auto-barista machines and counter signage. “This milk is served from a reusable keg” messaging — physical visibility where cartons never were.

What this means for dairies

Four shifts, all unlocked by the same physical asset. The keg becomes your brand, your proof, your relationship layer, and your data engine.

1

Your brand comes out of the fridge.

Instead of being hidden behind a coffee, your dairy brand is seen at the moment of consumption. Consumers discover who produced the milk, where it came from, and why it's better. Brand presence — without a single piece of extra packaging.

2

Proof, not claims.

Generic sustainability statements get replaced with live, verifiable data: reuses per keg, single-use plastics eliminated, carbon impact, HACCP-compliant traceability. Trust earned by evidence.

3

Stronger venue relationships.

Venues get faster workflow, less waste handling, a sustainability story their customers actually understand. Dairies get stickier customers, reduced churn, and differentiation beyond price.

4

Data that works for you.

Keg utilisation rates. Venue engagement insights. Consumption patterns by segment. Impact data ready for tenders and ESG reporting. Commercial intelligence — not just sustainability copy.

Reusable kegs — the asset

The physical product behind the platform. HACCP-certified, food-grade, designed for high-volume reuse — and built to fit the dispensing systems you already have.

KEY FEATURES

- 18L and 12L reusable food-grade plastic kegs
- Compatible with all major dispensing systems
- HACCP International Certified
- Fully traceable lifecycle
- Designed for high-volume reuse
- ISPM-15 export-grade where required

KEY BENEFITS FOR DAIRIES

- Eliminates single-use plastic packaging
- Reduces operational waste costs
- Improves logistics efficiency
- Enables digital engagement via Meet the Kegs
- Unlocks council and institutional accounts
- Differentiates beyond price

Packaging → Platform

Other systems move milk. The Udder Way moves milk, data, trust and brand value — together. Meet the Kegs transforms **packaging into a platform**, **waste into value**, and **supply chain into story**.

SECTION 03

The numbers behind the keg.

Defensible savings, independently audited.
The stats every conversation should start with.

AT A TYPICAL 200 L / WEEK VENUE — EVERY YEAR (VS 2 L PLASTIC BOTTLES)

AUSTRALIA

5,200

plastic bottles avoided
312 kg HDPE.

\$2,708

saved on disposal + labour
\$1,664 disposal + \$1,044 labour.

718 kg

CO₂e cut
≈ 131 car-days off the road.

UNITED KINGDOM

5,200

plastic bottles avoided
312 kg HDPE.

£1,456

saved on disposal + labour
£936 disposal + £520 labour.

718 kg

CO₂e cut
≈ 131 car-days off the road.

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

~8%

less milk wasted — switching to kegs

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

VS BAG-IN-BOX (UK COFFEE GROUPS — 13.62 L PERGAL)

Disposal £0.16/pergal · Labour £1.50/pergal (FOH, 4 min)

Bag-split loss £0.25/pergal (2%) · Packaging overhead £2.50/pergal vs bulk tank

The keg removes all four lines.

THE BOTTOM LINE FOR YOUR VENUE

Same milk. Same margin. New visibility, new proof, new platform.

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.
Independently audited 15 May 2026.

01 — Hospitality & HoReCa

Cafés, restaurants, hotels, bars. The segment closest to the cup of coffee.

WHAT MATTERS TO THIS SEGMENT

- Speed, consistency and workflow
- Cost control
- Sustainability without operational complexity
- Customer-facing differentiation

HOW MEET THE KEGS DELIVERS

- Reusable kegs eliminate carton handling, storage and waste
- Faster milk changes during peak service
- QR-enabled story without staff training
- Customers scan and instantly see dairy + impact

Why this helps the dairy

- Stronger loyalty from venues that value ease and differentiation.
- Reduced churn driven by operational stickiness.
- Your dairy brand is visible at the point of coffee consumption — not hidden in the fridge.

SALES MESSAGE

“This system makes your café faster, cleaner, and more sustainable — while telling your customers exactly where their milk comes from.”

02 — Institutions & Corporate Catering

Hospitals, universities, airports, corporate offices. High volume, high accountability, long contracts.

WHAT MATTERS TO THIS SEGMENT

- Compliance and food safety
- Waste reduction targets
- Transparent ESG reporting
- Supplier accountability

HOW MEET THE KEGS DELIVERS

- Each keg digitally traceable across its lifecycle
- Live dashboards: plastic reduction, reuse cycles, carbon impact
- HACCP certification for food-safety audits
- Data exportable for ESG, sustainability and procurement

Why this helps the dairy

- Positions the dairy as a trusted, future-ready supplier.
- Unlocks access to large, long-term institutional contracts.
- Moves sustainability conversations from “claims” to “proof”.

SALES MESSAGE

“This is milk supply with evidence — every litre traceable, measurable, and auditable.”

03 — Councils & Government Assets

Libraries, cultural venues, public events, city buildings. Public-facing, policy-aligned, accountable.

WHAT MATTERS TO THIS SEGMENT

- Visible waste reduction
- Public education
- Policy-aligned sustainability outcomes
- Measurable, reportable impact

HOW MEET THE KEGS DELIVERS

- Public-facing QR codes educate citizens at consumption
- Live data shows plastic avoided across city locations
- Outcomes reportable to state and federal bodies
- Supports place-based zero-waste precinct programs

Why this helps the dairy

- Aligns the dairy with government sustainability leadership.
- Unlocks preferred-supplier status.
- Builds public trust through transparency and visibility.

SALES MESSAGE

"This system turns everyday milk consumption into a visible zero-waste success story for the city."

04 — Blue-Chip & High-Profile Locations

Zoos, museums, galleries, stadiums, flagship campuses. The places where every visit becomes a story — and now, your milk is part of it.

WHAT MATTERS TO THIS SEGMENT

- Brand reputation
- High visitor engagement
- Leadership in sustainability
- Storytelling at scale

HOW MEET THE KEGS DELIVERS

- Keg avatars and QR scans create interactive education moments
- Visitors see real impact in real time
- Aligns with ESG commitments and public sustainability narratives
- Turns a back-of-house product into a front-of-house experience

Why this helps the dairy

- Massive brand exposure without advertising spend.
- Association with trusted, iconic institutions.
- Reinforces leadership in circular-economy practices.

SALES MESSAGE

“Your dairy becomes part of the visitor experience — not just a hidden ingredient.”

The competitive advantage

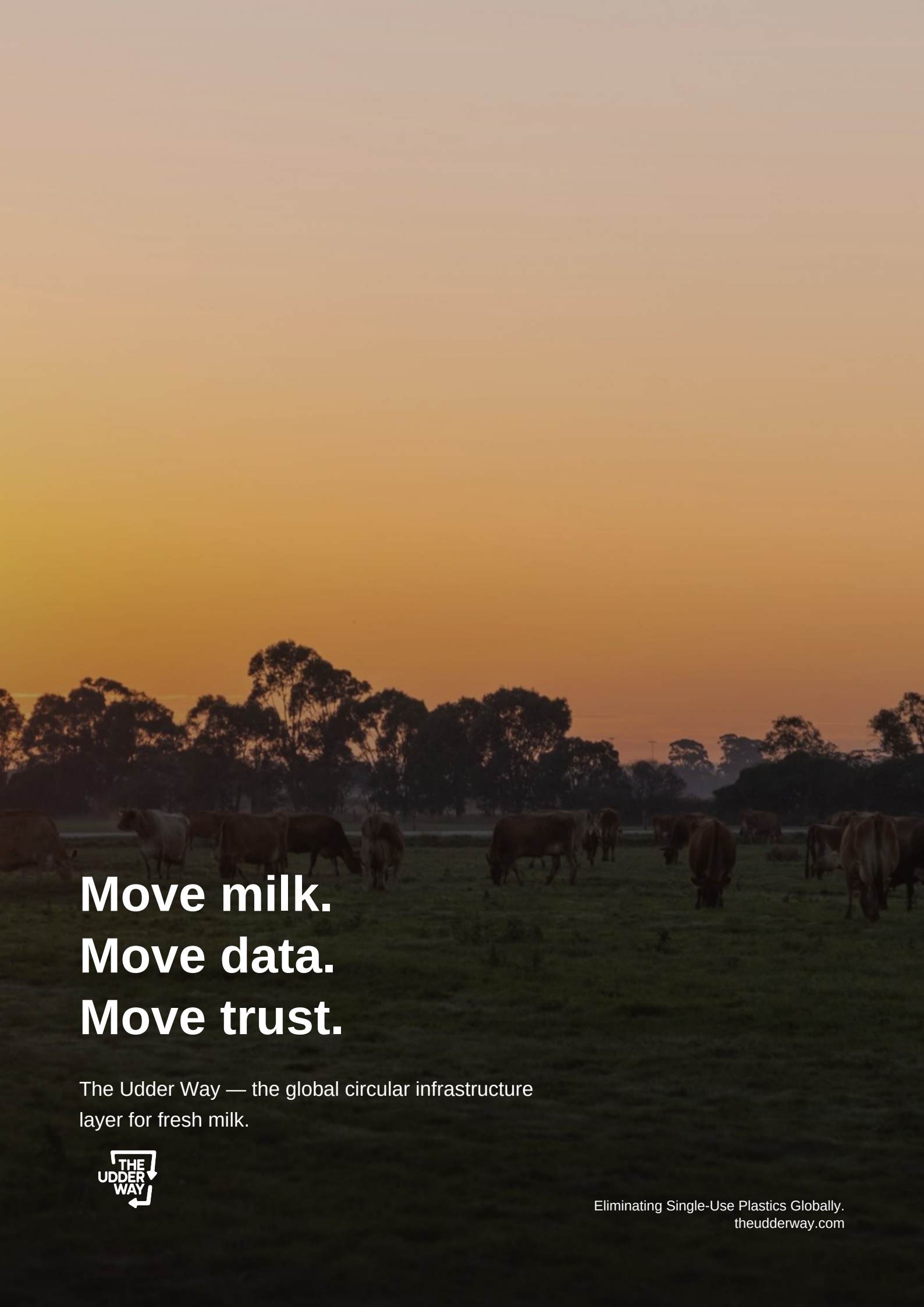
Three transformations, one platform. This is what it sounds like in front of a customer.

FROM	TO
Packaging	Platform
Waste	Value
Supply chain	Story

FOR YOUR DAIRY Stickier customers. Reduced churn. Differentiation beyond price.	FOR YOUR VENUES Faster service. Less waste. A sustainability story they can tell.	FOR YOUR CUSTOMERS Proof, not claims. Provenance at the point of pour.
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The sales close

“With The Udder Way, your milk doesn’t disappear into the fridge. It shows up at the counter — with proof, data, and a story consumers trust.”

A herd of cows is grazing in a grassy field during sunset. The sky is a warm orange, and the silhouettes of trees are visible in the background.

Move milk. Move data. Move trust.

The Udder Way — the global circular infrastructure layer for fresh milk.



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