



Synlait Swappa Bottle – Q&A Document

5 October 2021

Q How does the Synlait Swappa Bottle concept work?

A The concept is simple – drink, return, repeat:

1. Drink – purchase your Synlait Swappa Bottle and enjoy quality fresh milk.
2. Return – return your empty Synlait Swappa Bottle and lid to the store.
3. Repeat – help us to help the planet by reducing waste and eliminating plastic packaging.

Q Where can I buy a Synlait Swappa Bottle?

A The Synlait Swappa Bottle will initially be available in two South Island New World's. We're keen to hear consumer feedback before we widen our distribution networks. Once we are confident, we have perfected the new processes needed for the Synlait Swappa Bottles to be returned, washed, and refilled, we will widen distribution. We are taking a softly, softly approach to launch because this a disruptive product in a new sector to Synlait.

Q How much does the Synlait Swappa Bottle cost?

A To join the Synlait Swappa Bottle movement you pay \$9.99 for the bottle and \$5.29 for the 1.5 litres of homogenised milk. So, that's a total of \$15.28 for your first shop. Once you've purchased your Synlait Swappa Bottle you'll just pay for the milk each time at \$5.28.

Q Where does the milk come from?

A The Synlait Swappa Bottle contains standard homogenised milk exclusively sourced from Synlait's Lead With Pride™ certified farms. Lead With Pride™ was Australasia's first internationally accredited ISO/IEC 17065 dairy farm assurance system which sets our certified milk suppliers apart. It demands excellence, ensures improved farm performance, and financially rewards farmers who achieve dairy farming best practice. You can read more about Lead With Pride™ at: <https://www.synlait.com/our-milk/#LWP>

Q Why launch Swappa Bottle under the Synlait brand?

A It's no secret that Synlait has been looking to move closer to the consumer. Our acquisition of Dairyworks in 2019 was the start of this. Diversifying Synlait by adding a consumer brand strengthens and complements our existing business portfolio and expertise.

Q Why is it a Swappa Bottle?

A Most milk comes in plastic packaging made with non-sustainable oil-based compounds. When we finish a bottle, we hope it will be recycled. That's not always the case. New Zealanders throw out millions of plastic containers annually and a large portion go straight to landfill. Synlait believes in *Doing Milk Differently For A Healthier World*. Our aim is to have a net positive impact on the planet and our communities. As part of this, we're rethinking the way people buy milk because we see an opportunity for reusable products to play a much bigger role in New Zealanders milk-drinking future. The Synlait Swappa Bottle can be reused time and time again. For Synlait, this is part of our pathway towards zero-waste circular systems.



Each time consumers drink, return, repeat, they're joining a movement that's committed to milk made better.

Q What are the Synlait Swappa Bottle's specifications?

The Synlait Swappa Bottle holds 1.5 litres of milk and is made of food grade stainless steel that's resistant to oxidization and corrosion. The sleeve is fully recyclable and vegetable inks have been used. The lid is not curb-side recyclable. We can't reuse it due to food hygiene risks, but if you return it with the bottle to New World the Synlait team will deliver the lids in bulk to a local metal recycler.

Q Can I track my Synlait Swappa Bottle usage and environmental footprint?

A Yes! Synlait Swappa Bottles have a unique QR code etched on the base of the bottle. We run your scan in real-time through our quality assurance system. So, you know your milk meets Synlait's highest standards for quality. Each scan tells you the fill date and expiry date of that unique Synlait Swappa Bottle. Overtime we will launch a personalised, opt-in dashboard where you can track your own contribution to reducing plastic waste by getting your milk in Synlait Swappa Bottles. Watch this space!

Q Where can I go for more information?

A You can follow us on [Facebook \(Synlait NZ\)](#) and [Instagram \(Synlait_NZ\)](#) or check out our website at: www.swappabottle.com