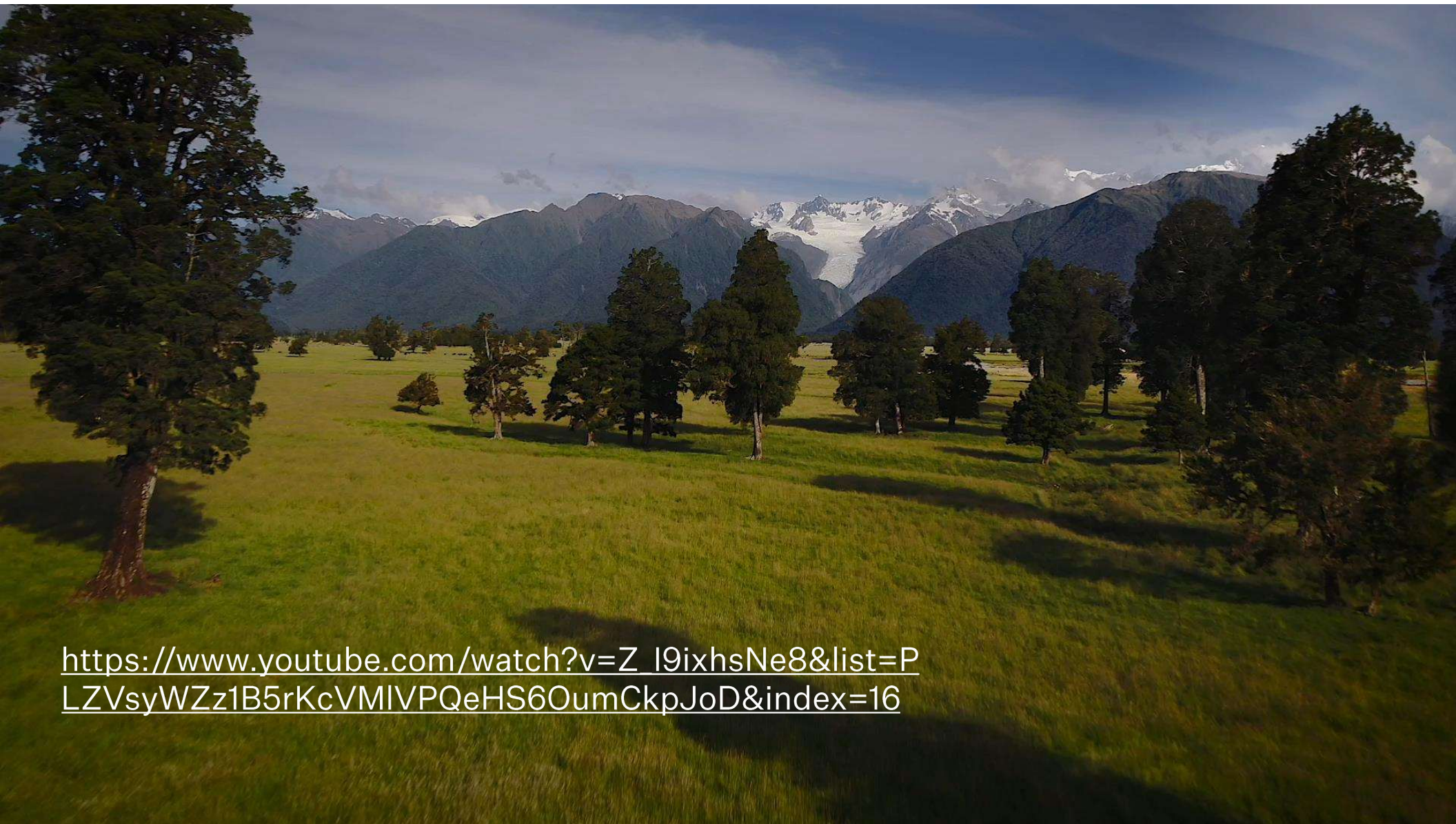


# The Westgold brand

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[https://www.youtube.com/watch?v=Z\\_I9ixhsNe8&list=P\\_LZVsyWZz1B5rKcVMIVPQeHS6OumCkpJoD&index=16](https://www.youtube.com/watch?v=Z_I9ixhsNe8&list=P_LZVsyWZz1B5rKcVMIVPQeHS6OumCkpJoD&index=16)



# Our unique selling points

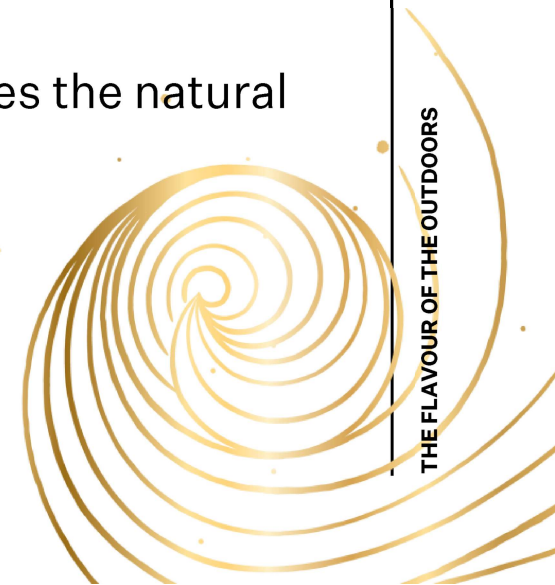
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- 1. Grass fed milk supply**
2. From the West Coast of New Zealand
3. Traditionally Churned
4. Heritage
5. Claims & certifications

# Grass-fed & free range

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- Across our entire milk pool, over 95% of the cows' diet is grass-fed forage
- This is not the norm, globally less than 10% of the milk produced comes from cows that graze grass
- Our cows graze free range 365 days a year across the pastures of the West Coast & Canterbury
- Milk from grass-fed cows is of a superior quality and provides the natural richness of taste that Westgold is renowned for.

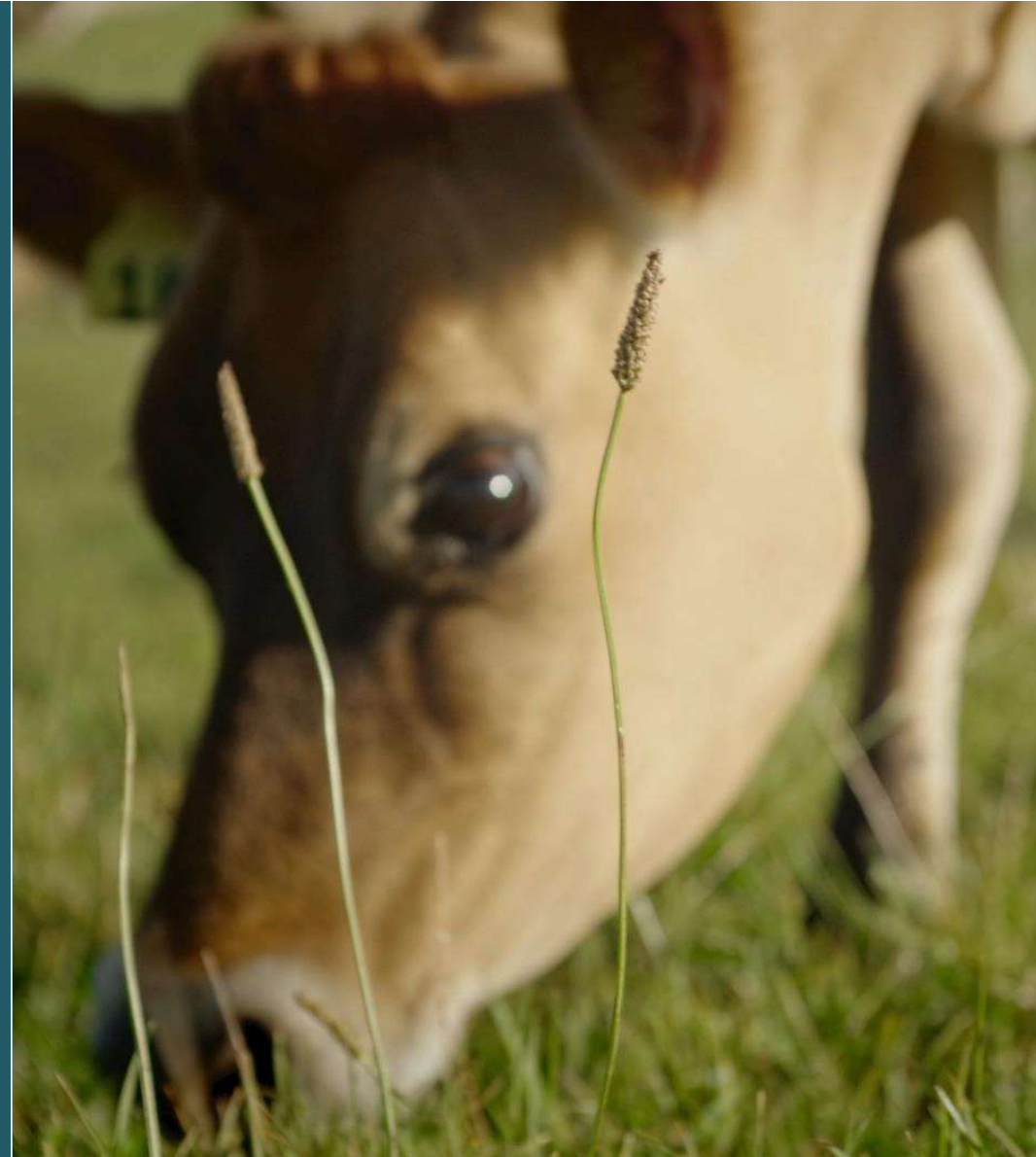




# Made from grass-fed goodness.

Compared to milk from grain-fed cows, our milk has:

- A balanced ratio of omega-3 fats, important for general health
- A greater concentration of vitamin E and vitamin A
- Higher proportion of CLA
- Beta-carotene, which is converted into vitamin A (retinol).



# Why is our butter yellow?

The rich golden colour in our churned butter is a result of the beta-carotene in the grass which is stored in the cows' fat and carried into the milk, which is then carried into the cream which produces the butter. This creates a rich and golden, pure butter.



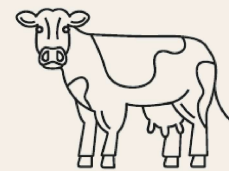
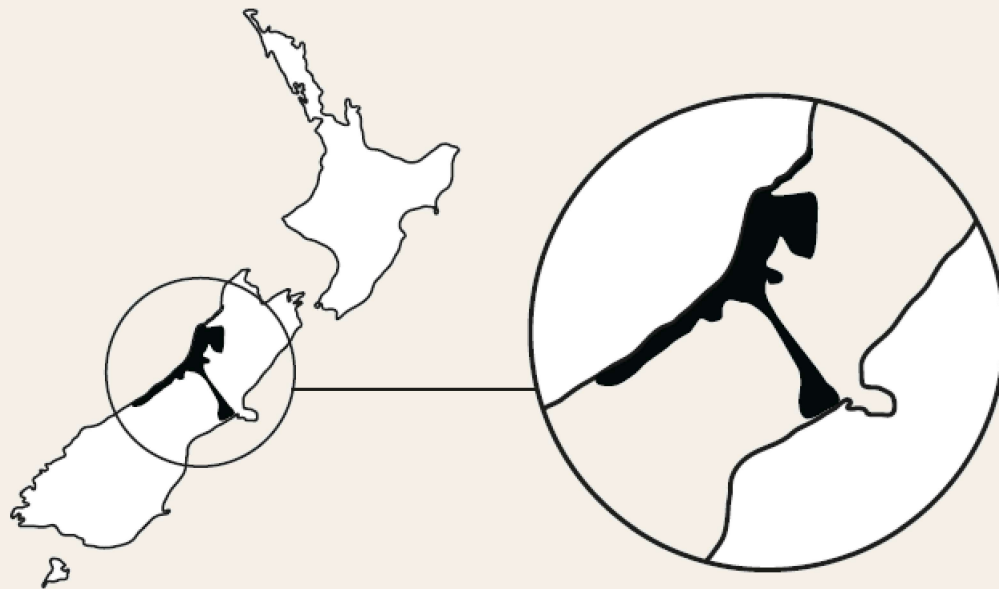


# Our unique selling points

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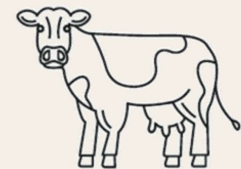
1. Grass fed milk supply
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# Our milk supply comes from a small, specific milk catchment



**3.46%**

of New Zealand's  
milking cows<sup>1</sup>



over  
**171,000**  
dairy cows



**407**  
dairy farms  
(West & East Coast farms)



Combined area of  
**77,000**  
square kilometres



# Nature is in charge here

- Huge rainfall results in plentiful grass growth and less irrigation
- Stunning rivers, rolling hills, natural bush, rugged and wild country alongside farmland and crashing coastlines
- An environment fit for dairy farming.



# Our unique selling points

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# Traditionally churned butter

Our butter is traditionally churned from fresh cream using the time-honoured Fritz Churn method resulting in a rich flavour and creamy texture.



# Fritz Churn benefits



## Honouring our heritage

Our time-honoured Fritz Churn method has been perfected over generations to become both an art and a science. Developed by our pioneering farmers, it slowly churns fresh cream into delicious golden butter.



## A natural process

Top-quality cream from grass-fed cows is churned naturally into golden butter, free of additives and preservatives.



## Better with time

The secret to making butter this good is time. Fritz Churn is a longer process than other churning methods. At Westland, quality is not sacrificed for efficiency gains.



## A creamy texture

The gentle, gradual Fritz Churn method of butter making results in a rich, full flavour and creamy texture.



## Experience matters

Our butter team has an instinct that comes from extensive experience, building on decades of accumulated knowledge and generations of dairying know-how.



# Our unique selling points

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1. Grass fed milk supply
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# We've been dairying here since the 1800's

- Generational farmers
- An integral part of the West Coast
- Our butter makers have a wealth of experience, arguable more than any other dairy producer in NZ.



# Our unique selling points

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1. Grass fed milk supply
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# Claims and certifications

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Halal



Kosher



**Ecovadis**

Awarded a silver medal for achieving a high level of compliance with corporate social responsibility in areas such as environmental standards, health and safety, human resources and sustainable procurement.



**Non GMO**

All Westgold butter, UHT Cream and Milk are non-GMO and have been made from milk of conventional origin, and non-GMO ingredients.



**rBST**

The practise of using steroids, growth hormones and other hormones to increase milk production in dairy farm cattle is banned in New Zealand.



# Products

# Westgold products

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25kg bulk salted and  
unsalted cartons



5kg salted & unsalted food  
service packs



1L UHT whipping  
cream



TAKE YOUR TASTE-BUDS ON AN ADVENTURE



# Product performance with Chef Alan Brown

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# Butter performance

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Westgold Butter performs with consistent excellence across all applications. This makes Westgold an extremely versatile and reliable product.

Westgold Butter enhances the ingredients of a dish and rounds out the flavour in a clean and unassuming way.

- Easy to work with; creams & emulsifies well
- Produces well-defined layers in laminated items
- Adds richness and flavour to dishes
- Deep golden colour
- Adds shine and gloss to sauces
- Delivers a clean flavour.





# Cream performance

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A key role of cream is to be a vehicle for enhancing flavours and textures. Westgold UHT Cream performs exceptionally well in this regard. It will soak up and deliver flavours rather than diminish them, creating a roundness and richness with a cleanness of flavour. It even shone against the fresh cream in this regard.

- Enhances flavours and textures of the items it is paired with
- Clean, 'true' flavour and mouthfeel, akin to fresh cream
- Creates an excellent flavour balance
- Consistent and versatile product
- Performs well in emulsification and is stable to work with
- Excellent stability in combination with acids.





# Cream performance

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- Westgold UHT Cream whips to a volume and lightness similar to that of fresh cream
- Whipping yield: 2.4 – 2.7
- Whip time: 4 – 6 minutes.

Westgold UHT Cream has a long whipping window, reducing the risk of over-whipping.



# Summary

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## Our USPs:

- Grass fed milk supply
- From the West Coast of New Zealand
- Traditionally Churned
- Heritage
- Claims & certifications.

## Products:

- Westgold products perform as well, and in some cases better, than competitors
- Products are versatile, reliable and consistent
- Westgold Butter adds richness, gloss, laminates well and is easy to work with
- Westgold UHT Cream enhances flavours and textures, delivers a clean 'true' flavour and is extremely functional to work with.