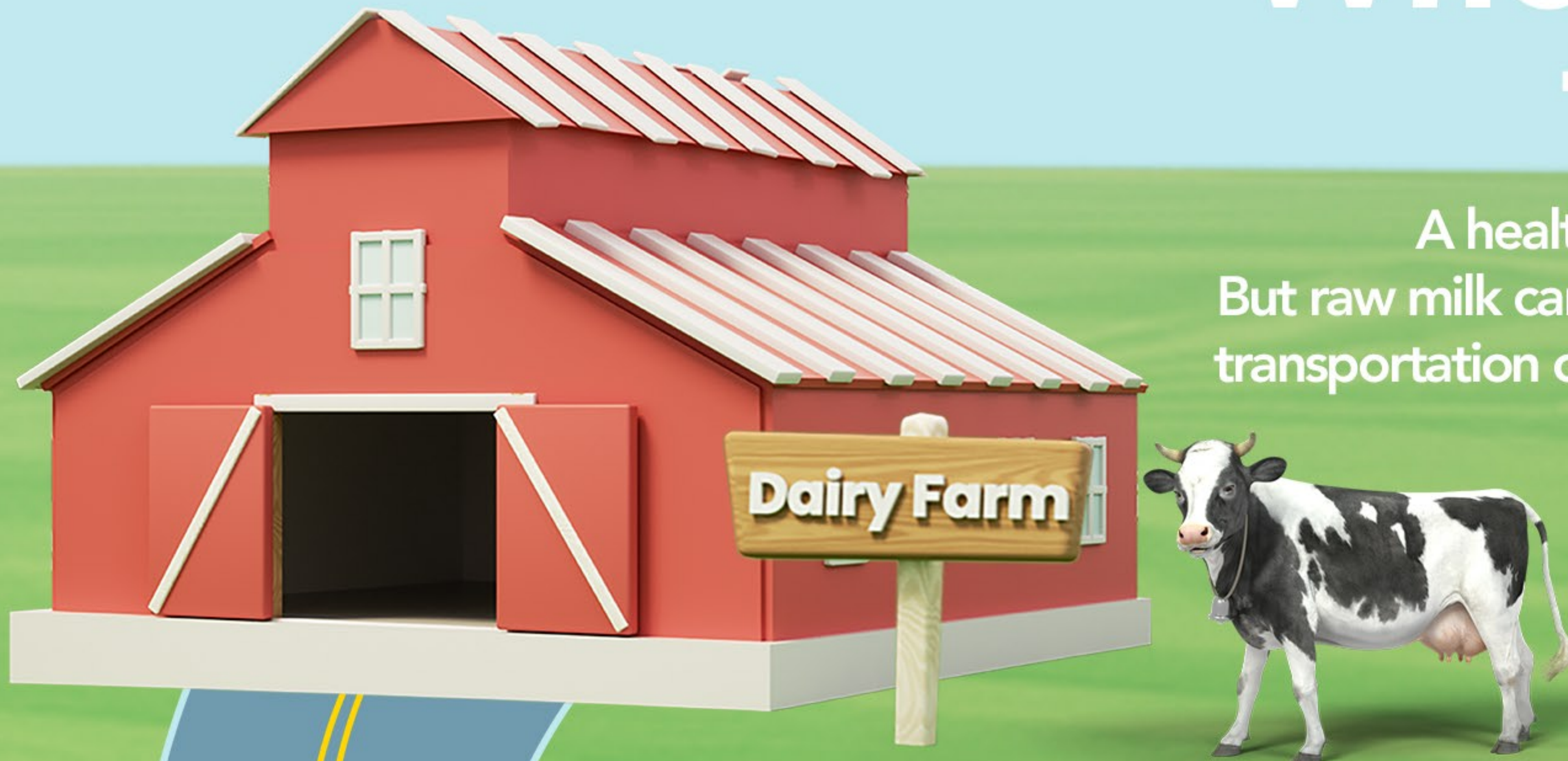


Safe Journey of Long Life Milk

Have you ever wondered how the wholesome goodness of safe and delicious milk is protected on its journey from the farm to your table?

Where it all starts the farm!

A healthy cow's milk is practically bacteria-free. But raw milk can be exposed to harmful bacteria during milking, transportation or storage. That's why quality checks start at farm.

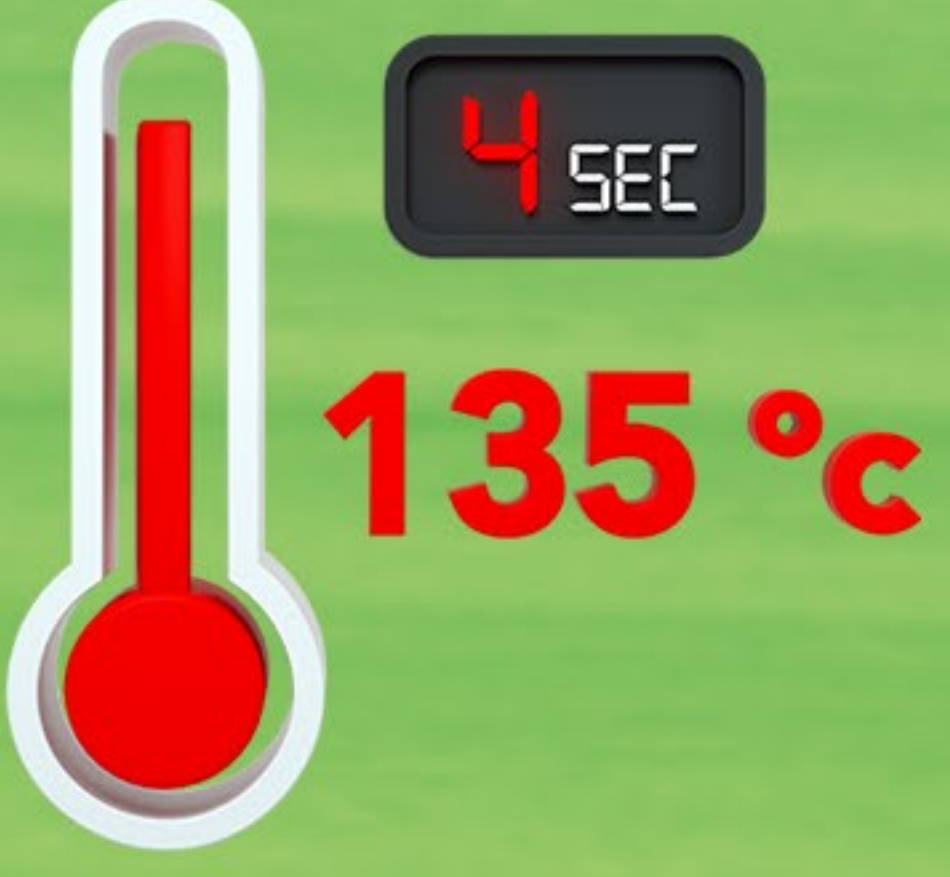


Next stop, the dairy plant!

First come quality tests using the latest technology. Only high quality milk is selected for UHT.



UHT

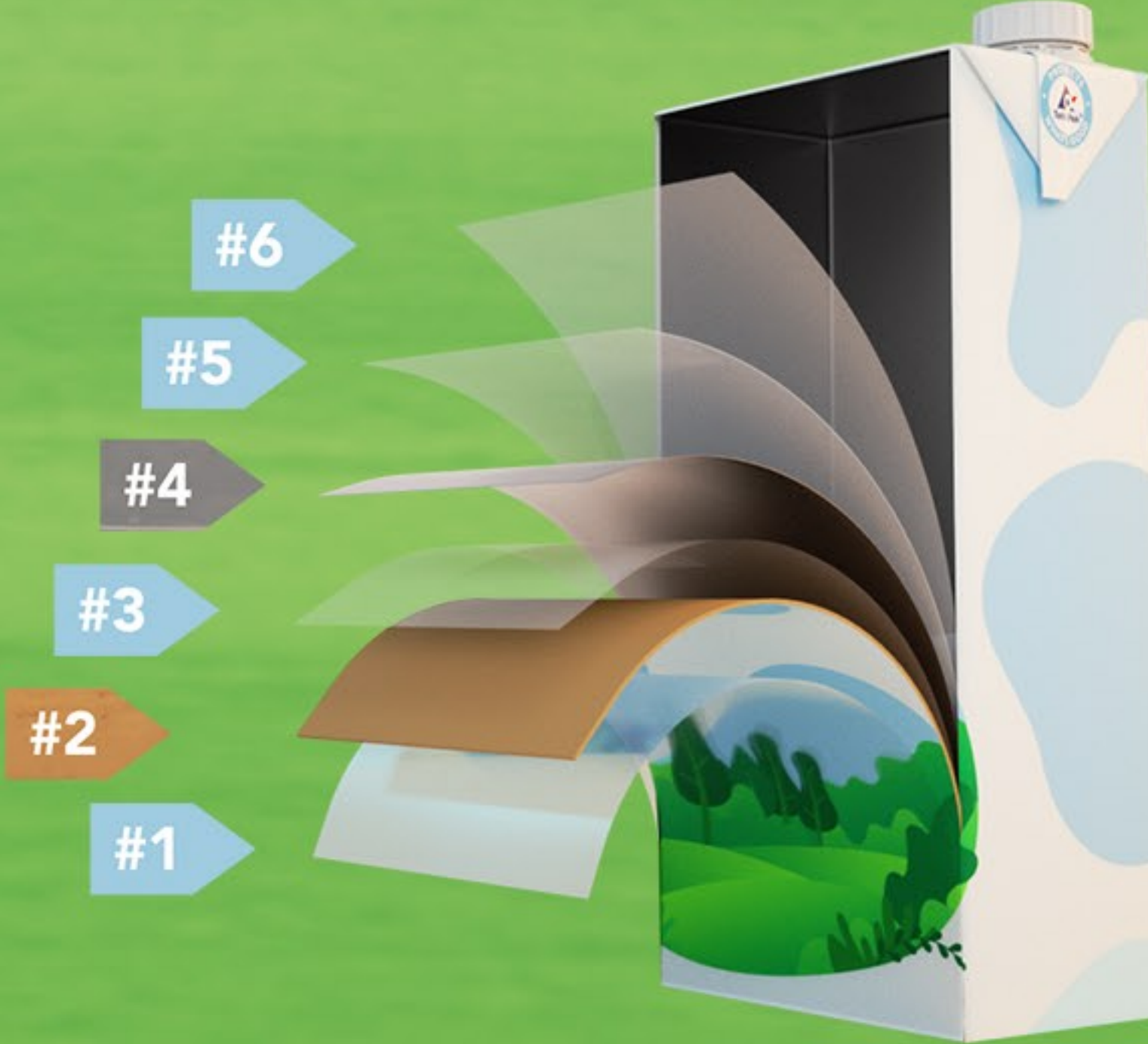


Get ready for things to heat up...

During UHT treatment, milk is heated up to at least 135° C for four seconds, then immediately cooled to 20° C. UHT treatment kills harmful bacteria while preserving all the nutrition of milk.

Time for six-layers of protection...

The next step is packing the milk in aseptic Tetra Pak cartons with their six-layer protection system. Each layer protects the nutritional value and flavour of milk, keeping sensitive milk safe.



Supermarket



Supermarket, here we come!

Thanks to UHT treatment and aseptic Tetra Pak technology, Long Life Milk can be stored for up to four months on supermarket shelves without any need for refrigeration.

Our final stop: Your family's table...

Long life milk can be stored in the cupboard until it is opened. Once opened, long life milk is exposed to air, so it should be refrigerated.



There you have it the facts about Long Life Milk!
Enjoy Long Life Milk, for life-long goodness

