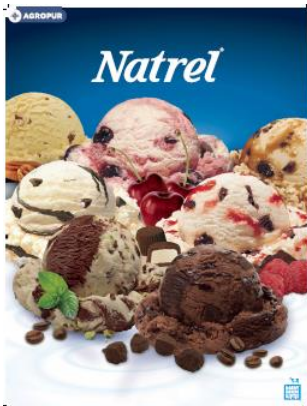




## What is the Brand Migration?

- As a leader in the dairy industry, Natrel is a modern and committed brand, that likes to innovate, set trends and offer the best dairy products. Natrel has been recognized as Canada’s most trusted Dairy Brand.
- 2016: many Island Farms products began bearing a new signature: “by Natrel.”
- 2017: Island Farms soft serve and hard ice cream are now migrating to the Natrel brand.
- All ice cream will still be made with the same recipes and care in Victoria, BC.



## Transition Plan

- The transition to the Natrel brand is planned as a soft transition, taking place throughout the 2017 ice cream season.
- New Natrel packaging will appear gradually in Summer 2017. All SKUs will remain under the same UPC/ Order codes.
- New Natrel packaging will bear the seal of the Dairy Farmers of Canada: 100% Canadian Milk.
- New flavours, including Lactose Free Ice Cream, will launch directly to the Natrel brand.

## Promotional Materials

- In-market visibility will also undergo a soft transition in 2017.
- Natrel branded promotional material (see flavour guide) will be available for customers.
- Existing “Island Farms by Natrel” may also appear in the marketplace, and some material may still be ordered.
- Goal: guide consumers toward Natrel by displaying both brands harmoniously, in preparation for full Natrel visibility in 2018.