For Immediate Release

THE a2 MILK COMPANY™ ROLLS OUT FIRST NATIONAL ADVERTISING CAMPAIGN

A true natural innovation, a2 Milk® offers milk that is easier on digestion and is bringing consumers back to dairy

NEW YORK – March 19, 2018 The a2 Milk Company™ has launched its U.S. national advertising campaign, capitalizing on strong momentum from The a2 Milk Company’s major northeast expansion.

The a2 Milk Company’s advertisements began on Monday, March 12, and are airing on ABC, NBC, Bravo, Food Network and HGTV networks during major shows including, The Today Show, Top Chef, The Walking Dead and This is Us.

In January, The a2 Milk Company announced a major expansion in the U.S. market into the northeast, making products available in New York, New Jersey, Connecticut, Massachusetts, Delaware, Pennsylvania, Rhode Island, New Hampshire, Vermont and Maine. This is in addition to distribution in the southeast and California.

Consumers can now find a2 Milk® at major grocers including, Wegmans, Stop & Shop, Giant Carlisle, Giant Landover, Whole Foods Market, Market Basket, Sprouts, Safeway, King Soopers, Target, Ralphs, Publix, ShopRite and The Fresh Market.

Recently named one of Fast Company’s Most Innovative Companies in Food in 2018, the Australian headquartered Dairy Nutrition Company has seen an explosion of consumer demand as major retail outlets stock the products across the US.

“We are thrilled for a2 Milk® products to appear in the homes of potential consumers,” said Blake Waltrip, US CEO of The a2 Milk Company “a2 Milk® products have the ability to change people’s lives and this national advertising is the next step in creating awareness of the a2 Milk® products and their benefits.”

“a2 Milk® offers a solution to those consumers who experience digestive discomfort from dairy and this is the next step of our goal of giving everyone the chance to enjoy the nutritious benefits of real milk.”
The majority of cows’ milk consumed in America contains two main types of beta-casein proteins, A1 and A2 protein. Published research suggests that the A1 protein in ordinary cows’ milk is often associated with discomfort and digestive issues in people who show symptoms similar to lactose intolerance.

The a2 Milk Company works with local dairy farmers to identify cows that only produce the A2 protein type and process their milk separately, making it possible for those with sensitivities to enjoy pure, cows’ milk.

The a2 Milk Company started quietly in California in 2015 and began rollout in national natural food chains in 2016. In 2017, they developed a major presence in the southeast and in 2018, announced their northeast expansion.

a2 Milk®’s products include Whole, 2% Reduced Fat, Chocolate 2% Reduced Fat and 1% Low Fat

The a2 Milk Company’s advertising campaign was created and executed by The Escape Pod based out of Chicago, Illinois.

For more information on The a2 Milk Company, its products and location availability, please visit a2milk.com.

About The a2 Milk Company™

The a2 Milk Company™ was founded in 2000 in New Zealand by Dr. Corran McLachlan after a scientific research showed that proteins in milk affect people differently. Specifically, he noted that ordinary cows produce milk with different beta-casein protein types, called A1 and A2, which are digested differently.
Research over the years demonstrates that many people who have discomfort when drinking ordinary cows’ milk were able to drink the natural a2 Milk® brand without the downsides. That’s because a2 Milk® naturally contains only the A2 protein type and no A1.

The a2 Milk Company™ has trading activities in Australia, New Zealand, China, US and UK.

The a2 Milk Company™ currently has distribution in over 3,600 stores across the US including Wegmans, Stop & Shop, Giant Carlisle, Giant Landover, Whole Foods Market, Market Basket, Sprouts, Safeway, King Soopers, Target, Ralphs, Publix, ShopRite and The Fresh Market.

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**For Visuals**
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