

NZ Recipe - Made in the UK - The Collective Dairy



The International Conversation

Who Angus Allan & Ofer Shenhav

Role Inventors of Collective Yoghurt NZ

@ The Collective UK

Location 1300 British Supermarkets and Food Stores across the UK

What they do.

The Collective was started in New Zealand by two very clever chefs, Ofer Shenhav and Angus Allan. They wanted to create extraordinary yoghurt with an unbeatable taste.



The Farmer

Who Nick & Cathy Prendergast

Role Owners and Farmers

@ Prendergast Family Farm

Location Pukewhau Road, Arohena, Waikato

What's the connection?

The Prendergast Family Farm is a Dairy Farm supplying Fonterra - they milk 500 Cows and produce 200,000 milk solids per year.

+ International location: 2 Wimbledon Hill Road, Wimbledon, London, United Kingdom

+ New Zealand location: Pukewhau Road, Arohena, Waikato

HOW ARE WE CONNECTED TO EACH OTHER?

- 1 Nick and Cathy Prendergast milk 500 cows - each year Fonterra milk tankers transport 200,000 litres milk on their (and hundreds of other farmers) behalf to Fonterra dairy factories.
- 2 Milk from farmers like this is bought by The Collective Yoghurt Company and turned into their yoghurt products in Avondale, Auckland. Within 10 months The Collective was the best selling gourmet yoghurt in New Zealand.
- 3 Ofer and Angus were having dinner in The Modern Pantry a New Zealand themed restaurant owned by New Zealand educated Anna Hansen. They first dreamed of having Collective Yoghurt here in "the UK."
- 4 Amelia Harvey becomes the Head Cow for The Collective in the UK. Milk comes from West Country and all milk is from farms that are approved by the "Red Tractor Farm Assurance Dairy Scheme". The Yoghurt is made in Somerset.
- 5 Collective Yoghurt is distributed to 1300 British supermarkets and food stores now sell Collective Yoghurt in the UK. One of these is Waitrose, a high end supermarket chain with stores right across England.



The distance between the Prendergast Dairy Farm and the tub of Russian Fudge Collective Yoghurt in Waitrose Supermarket in Wimbledon Hill.

10 months

Within 10 months The Collective was the best selling gourmet yoghurt in New Zealand.

1300



Collective Yoghurt is sold in 1300 British supermarkets and food stores.

400%

The Company has grown by 400% since its launch.



The Collective aim to have global sales of \$200 million by 2016.