



***Barista Bros* launches new dessert-inspired Café Creations flavoured milk**

Australia, Tuesday, 3 April 2018: *Barista Bros* has today announced the launch of its latest range of flavoured milk – Café Creations – inspired by decadent flavours and desserts. The range will showcase the brand’s unique approach to taste creation with three new flavours including Toffee Almond Panna Cotta, Butterscotch Brownie and Dark Chocolate Fudge.

The launch follows research the brand conducted which highlighted the demand for indulgent flavour profiles to attract new male and female consumers to the category. The research reinforced the successful launch of *Barista Bros* Mocha in 2017.

The campaign will support *Barista Bros* superior taste credentials by enhancing the product experience through high impact placements, in-store, out of home and online. Out of home will have a key focus, with hundreds of panels displayed across five major Australian cities, asking consumers to ‘*indulge a little.*’

A significant sampling campaign will also kick off this month with partnerships secured with Deliveroo and Uber Eats. Customers using the food delivery platforms will be gifted with a *Barista Bros* product as part of their purchase. In addition, street sampling initiatives and office drops will be executed nationwide.

Jason Wu, Brand Manager, *Barista Bros*, said: “We are thrilled to launch our new range in market, playing into the hands of the dessert lovers around the nation. With these new flavours, the deliciousness is in the detail. We are excited to bring them into and expand *Barista Bros* portfolio.”

All three flavours are available nationwide in grocery, retail, petrol and convenience stores.

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