

## Win With Müller Wiseman Dairies Black and White Milk: Müller Wiseman Dairies Link Up With Snoopy and Charlie Brown: The Peanuts Movie!

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Müller Wiseman Dairies has teamed up with 20th Century Fox to celebrate the release of **Snoopy and Charlie Brown: The Peanuts Movie** in UK cinemas on 21 December 2015 with the launch of an exciting on-pack promotion across its 2 litre Müller Wiseman Dairies Black and White milk!

Promotional labels on packaging encourage consumers to visit [www.winwithblackandwhite.co.uk](http://www.winwithblackandwhite.co.uk) and enter the barcode from their promotional product to be in with a chance of winning a pair of cinema tickets. Entrants will also be automatically included in the fabulous prize draw at the end of the promotion for the chance to win a family trip to New York!<sup>[1]</sup>

Rebecca Oliver-Mooney, Category and Marketing Controller at Müller Wiseman Dairies, said: "We are delighted to link up with 20th Century Fox and Snoopy and Charlie Brown: The Peanuts Movie for this fun promotion designed to delight and engage consumers by linking our iconic Müller Wiseman Dairies Black and White range with another black and white icon – Snoopy of course!"

Müller Wiseman Dairies Black and White milk is in volume growth by 3% versus the fresh milk impulse market which is in volume decline (-4.3%), and has increased its share of the impulse market from 18% to 19.4% in the last year. <sup>[2]</sup>

The promotion, which will be supported by in store point-of-sale promotion materials, is live now and will run across Müller Wiseman Dairies Black and White 2 litre skimmed, semi skimmed and whole milk, including Grampian and Scottish whole milk and semi skimmed milk and West Country semi skimmed milk, until 10 January 2016.

### ENDS

<sup>[1]</sup> Promotion starts 23.11.15 & closes 10.01.16. Over 18s, resident in GB only. Online entries only. Valid email address required. 14 pairs of Cineworld e-vouchers (restrictions apply) to be won each week. Max 7 entries & 1 prize per person per weekly draw. All valid entries will be entered into the draw for the "New York Adventure" for 2 adults & 2 children aged 11 & under: return flights from London Heathrow, 5 nights hotel accommodation in family room (room only) & £500 travel allowance (restrictions apply). Full T&Cs apply, see [www.winwithblackandwhite.co.uk](http://www.winwithblackandwhite.co.uk).

<sup>[2]</sup> Nielsen MAT scantrack data to 10th Oct

For further information, please contact Kirsty McLaren at [kirsty.mclaren@muller.co.uk](mailto:kirsty.mclaren@muller.co.uk), or telephone 01355 270605

### Müller UK & Ireland

Müller UK & Ireland is wholly owned by the Müller Group. It has 19 sites nationwide and employs almost 6,000 people across two business units: Müller Dairy and Müller Wiseman Dairies.

Müller Dairy is the UK's leading branded yogurt manufacturer, with major brands such as Müller Corner, Müllerlight and Müller Rice.

The business makes chilled desserts including Cadbury Bubbles of Joy, Pots of Joy, Layers of Joy and Twin-pot products, produced under license from Mondelez.

Müller Dairy also supplies the UK private label yogurt market from a state of the art yogurt facility in Telford, Shropshire.

Müller Wiseman Dairies is a leading fresh milk, cream and butter business with a network of dairies and depots servicing customers throughout the country.

The business recently commenced butter-making, opening a major facility in Shropshire with the capacity to produce up to 45,000 tonnes of salted, unsalted and lactic butter each year for the manufacturing, food service and retail sectors.

To make its range of dairy products, the Müller UK & Ireland buys milk from more than 1,200 British dairy farmers, all of whom are Red Tractor Farm Assured.

Müller Wiseman Milk Group Dairy members elect a representative farmer board which works with the business to discuss milk supply issues, including the Group's commitment to maintain a competitive milk price and contractual position.

## Company Contact:

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