

## CASE STUDY

# Lewis Road Creamery



## THE CATALYST

Lewis Road Creamery is one of New Zealand's most-loved brands. Their combination of product innovation and marketing know-how made us fall in love with their milk and butter (who could forget the the chocolate milk frenzy!). Our challenge was to supply a cool packaging solution for small product deliveries around New Zealand - and not just cool in temperature! It had to meet the Lewis Road standards of presentation and quality as well as keep the product at an optimum 9-10 degrees.

*Find out how Chilltainers helped Lewis Road Creamery achieve their goal of more sustainable packaging...*

*"The purpose, look and feel of the packaging in our customer's hands must reflect our core values of care, quality and sustainability. Chilltainers tick those boxes."*

**Lewis Road Creamery**



## THE SOLUTION

Having made the change to 100% recycled milk bottles, Lewis Road had been investigating more sustainable practices right across the supply chain. Emily Syme, New Product Development and Marketing Assistant at Lewis Road says they were delighted to find Chilltainers. “We were looking for an environmentally friendly option that would keep the product chilled but look great at the same time. It made no sense to be using 100% recyclable bottles but to be sending them out in poly bins.”

### **Delivering the perfect product**

Every week Lewis Road sends product to individual customers; as thank you gifts, product samples and new launch promotions. With product being sent nation-wide, our Chilltainers had to ensure it would arrive in perfect condition regardless of destination. “We pack the product with ice packs and that’s sufficient to keep it chilled, even on overnight deliveries to the South Island,” says Emily. “We find we use different size Chilltainers depending on how much product we’re sending. It’s great having that flexibility.”

### **Branding: the Lewis Road magic**

Lewis Road has exacting standards when it comes to presentation of product so retaining a premium look and feel to their packaging was non-negotiable. “Packaging is incredibly important as it reflects so much about Lewis Road; our core values of producing only the very best products, our creative innovation, our care for our customers and care for our environment. All these are clear from the moment you receive our product in a Chilltainer,” says Emily.

### **New Zealand owned and operated – going local is good**

Being an iconic kiwi brand, Lewis Road likes to support fellow Kiwi businesses where possible. “We go local whenever we can,” says Emily. “And it helps if we need something urgently - Chilltainers are right here, know our local challenges and working conditions, and they’re so easy to deal with.”

## THE VERDICT

“It’s fantastic to deliver our products in sustainable yet beautiful packaging, knowing that our customers will receive them in perfect condition. Chilltainers tick all our boxes!”



*“When you receive our products in a beautifully packaged Chilltainer, we’re saying that we care about you and the world we live in.”*

***Lewis Road Creamery***



**Cool Packaging**  
Saving the Earth