



HD Australia, **China**, New Zealand : BEGA **CHEESE** bags contract to supply UHT **milk** to **CHONGQING GENERAL TRADING GROUP**

WC 165 words

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SN Mena Report

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LA English

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Bega **Cheese** declared that it has been awarded a contract for the delivery of UHT **milk** to **Chinese** retail **group** Chongqing General Trading **Group**. The **company** estimates that the deal would generate up to A\$100 **million** (US\$88.7m) in revenues over five years. The **company** is very pleased to form this partnership with CGTG and it is a strong endorsement of the reputation of the quality of Bega product and the bio security of Australia as a **dairy** producing nation. We see this as a first step in developing a comprehensive UHT offering in the future, said Bega CEO Aidan Coleman. Both the Australian and New Zealand firms intend to boost their presence in **China** amid growing consumption of **dairy** products. Since 2000, the Bega **brand** has been **sold** in **China** and Bega **Cheese** has exported **milk** powder, infant formula and cream **cheese** to the market.

CO becoop : Bega Cheese Ltd

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