



company news farming livestock community fundraising sport

A New year's Message from our Managing Director

I'd like to start the new year by extending our thanks to all staff, customers and suppliers of Graham's The Family Dairy for the outstanding support you continue to demonstrate. Last year proved to be another eventful and successful year - one which you played a vital part in.

Awareness of our products has significantly increased through a mixture of rebranding, new retail listings, presence at shows - including Scotland's first BBC Good Food Show - and our new consumer advertising campaigns.

Raising brand awareness with a focus on our family values will remain a priority in 2008. We also intend to use our sporting links to encourage people to get active throughout the year and beyond.

The dairy industry continues to come under media scrutiny, with global milk shortages, the rising cost of raw materials and organic issues remaining hot topics.

There is little doubt that further challenges will arise in the year ahead, but, you can rest assured that we will continue to focus on providing the best quality products and services at all times.

On a personal note, I'd like to thank those who supported me, both financially and emotionally, in the run up to the New York Marathon, which I completed in November. Running a marathon proved to be a fantastic appearance and one which I am pleased to report I will be repeating in Edinburgh, this May.

We hope you enjoy our new look newsletter and would welcome your own news contributions and recipes for future issues.

We wish you all the best and look forward to working with you and strengthening our relationship over the coming year.

Robert Graham

Managing Director



AIRTHREY KERSE POISED FOR EXTENSION

As part of Graham's The Family Dairy's commitment to increased efficiency in 2008, Managing Director Robert Graham is pleased to announce work will shortly commence on an extension to its Bridge of Allan headquarters.

Work on the 4,000 sq ft extension to Airthrey Kerse Farm's loading bay is scheduled to commence this month and is due to complete in June of this year. The development will increase the dairy's loading and distribution capabilities, as well as creating additional space for the unloading of packing.

It will be the first time extensive work has been carried out at the dairy since 2003, when a second cold store and new parking and loading bays were constructed.

Robert Graham said: 'We are constantly looking to build upon success and expand the business, and it became clear that an extension was required in order to support our increasing customer base, expanding product range and rising sales.'

'A period of minor disruption comes with any major development, but our customers can rest assured that we will continue to offer the excellent and reliable service and award-winning products they've come to expect.'



MARATHON MILK MAN DELIVERS £6K TO CHARITY

Graham's Managing Director, Robert Graham recently ran the New York Marathon – raising more than £6,000 for the Orchid Cancer Appeal in the process.

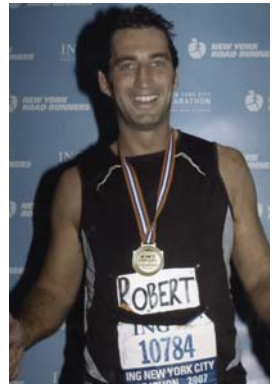
He completed the marathon – his first – in an impressive 3 hours and 47 minutes.

Speaking after the gruelling run, a breathless Robert said: 'It was an amazing experience and one I'd love to repeat, but right now, all I want to do is dip my feet in some cold water!

'Seriously, it was great to finally do it after putting in all those hours of training and I was spurred on in the knowledge that I was running for a great cause.'

Robert was one of 39,085 runners to take part in the race which was watched by a world-wide television audience of over 315 million.

Entrants included former champion cyclist Lance Armstrong and Katie Holmes, wife of Hollywood megastar Tom Cruise.



Robert proudly poses with his medal following the marathon.

ALL SET FOR A SUMMER OF SPORTING SUCCESS

Graham's The Family Dairy has announced it will sponsor Bridge of Allan sports club's annual summer sports camps for the third year running. The company has also pledged to support the club's Easter camp, which is due to be held in March.

The Summer camp, which will take place during June and July, aims to introduce children to sports such as tennis and squash, while allowing those who have previous experience to brush up on their skills.

Last year proved to be a massive success, with more than 160 children taking part in lessons led by six of the club's top coaches. The kids were also encouraged to develop team building skills and took part in mini-relay and hockey sessions.

Graham's Marketing Director and keen tennis player, Carol Graham said: 'it's a fantastic event and a great way of introducing children to tennis and squash. Hopefully it'll encourage them to continue playing.'

For further details of the camps, call Jamie Durkin at Bridge of Allan sports club on 01786 834 397 or send an email to jamie.durkin@boasc.com



Just some of the kids who took part in last year's Summer camp.

THE POWER OF MILK!

Exclusive research published by one of the UK's leading sports education establishments has indicated that skimmed milk is a more effective source of hydration than water or isotonic drinks.

Loughborough university revealed the results of its research into the post-exercise recovery powers of milk in an article in the british journal of nutrition.

Graham's Marketing Director, Carol Graham, herself a graduate of Loughborough university, said: 'the Loughborough study joins the growing volume of literature which suggests that skimmed milk is a

natural and effective post-exercise recovery aid.

'Drinking milk is not only a valuable way to re-hydrate the body but also provides an excellent source of energy, protein and a vast array of different vitamins and minerals essential to the good health of hardworking sportspeople and the population as a whole.'

Graham's The Family Dairy put this to the test by teaming up with the organisers of September's Stirling 10k road race.

Nearly 1,000 cartons of skimmed milk were placed at the finish line at Stirling Albion's Forthbank stadium to quench runners' thirst and aid post-race recovery.

WIN

A WEEKEND LEISURE BREAK AT THE MACDONALD CARDRONA HOTEL, GOLF & COUNTRY CLUB

As part of its commitment to promoting a healthy active lifestyle, Graham's The Family Dairy has teamed up with AA Hotel Group of the Year Macdonald Hotels & Resorts to offer one lucky reader, plus partner, the chance to win a weekend break at the Macdonald Cardrona Hotel, Golf & Country Club in Peebles. The prize includes two night's stay in a deluxe room, dinner and breakfast in the hotel's Renwick's Restaurant and either a round of golf or spa treatments for two.

To be in with a chance of winning this fantastic prize, simply send the answer to the question below to Carol Graham at carol.graham@grahamsfamilydairy.com. The closing date for entries is 29th February 2008.

Question
What is the name of the restaurant at Macdonald Cardrona?

Terms & Conditions

- Prize includes two nights accommodation for two on a dinner, bed and breakfast basis based on two sharing and is subject to availability. It excludes bank and public holidays, Christmas and New Year.
- Travel is not included.
- Any additional spend i.e: bar bills, activities booked, spa treatments, additional meals and newspapers must be paid for in full prior to departure.
- The prize must be taken by 30th September 2008.

contact us: carol.graham@grahamsfamilydairy.com

For further information on Graham's The Family Dairy's products, please visit www.grahamsfamilydairy.com or call the customer helpline on 01786 833206

Please send any potential stories or recipes to Carol Graham at carol.graham@grahamsfamilydairy.com or post to: Carol Graham, Marketing Director, Graham's The Family Dairy, Airthrey Kerse Farm, Henderson Street, Bridge of Allan, Stirlingshire FK9 4RW