

EIGHT OUNCE ESL MILK SHORTAGES

RECOMMEND CUSTOMERS MOOOOOVE TO FRESH MILK

IMPACTING THE NORTHEAST AND CENTRAL MARKETS

WHY ARE THERE SHORTAGES?

Recently, some suppliers exited the 8 oz extended shelf life (ESL) business. Due to these suppliers exiting the business and the ongoing resin supply challenges, we are experiencing capacity constraints across the 8 oz extended shelf life (ESL) milk market. As a result, the remaining suppliers are struggling as the sudden increase has caused lower fill rates for this product. We anticipate 60-80% fill rates* as we work with them to increase capacity weekly.

**Fill rates refer to the percentage of an order to a supplier that is delivered to the distribution company*

FRESH OPTIONS CAN HELP MEET CONSUMER DEMANDS!

Consider offering fresh milk products in lieu of ESL milk during this period of tight supply. As businesses continue to see increased traffic, fresh options will meet consumer demands.

HELPFUL TIPS

- Because of the decreased shelf life, order less product more frequently.
- Be sure to talk to your Sales Consultant about your situation, so they can best assist you.



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