

LIKE THE COKE BOTTLE OR MARMITE JAR, THE MINI POT IS SO ICONIC 88% OF PEOPLE RECOGNISE IT JUST BY ITS SHAPE!



Almost 80% of people have used a mini pot

9/10 PEOPLE EXPECT TO SEE A MINI POT IN A HOTEL ROOM

Nearly **6/10 PEOPLE** would prefer to be served a **MINI POT** than an open milk jug for hygiene reasons

TODAY MILLAC MAID IS THE **UK'S** LEADING MINI POT BRAND

Tastes just like fresh milk in tea... and consumer research by Leatherhead Foods confirms it!

77% of consumers like the mini pot for its convenience

A cow's black and white spots are like a fingerprint, no two cows have the same pattern



THE AVERAGE COW IN THE UK AND IRELAND PRODUCES **6800 LITRES OF MILK PER YEAR**



You can lead a cow up stairs, but not down as their legs can't bend that way

30th Anniversary

COWS HAVE A SINGLE STOMACH, BUT FOUR DIFFERENT DIGESTIVE COMPARTMENTS



Greener Grass 5 miles
Cows can detect odours up to five miles away

1986 PROVED A MEMORABLE YEAR WITH...

The first non-stop flight around the world without refuelling takes place.

THE UK AND FRANCE ANNOUNCE PLANS TO CONSTRUCT THE **CHANNEL TUNNEL**

THE 1980'S CLASSIC **TOP GUN** HITS THE BIG SCREEN

A LOT CHANGES IN 30 YEARS BUT MILLAC MAID CONTINUES TO MAKE TEA TASTE GREAT

Here's to the next 30!

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Consumer insight: Toluna 2015, 300 sample size