

## **KARLEN'S Fresh Milk: Pure Freshness**



(Fernando Espino and Jen Manuel, two marketing staff of KARLEN'S MILK ham for the camera during their attendance at the NDA Luzon Dairy Cooperatives Marketing Summit held in Phaltra Bldg., Matahimik Street, Quezon City last January 21-22, 2014)

Pure Freshness, not just a tagline to entice consumers but a pride that Karlen's Fresh Milk upholds and testifies.

Karlen's Fresh Milk started operating in 2003 after Les Cook, an Australian tropical dairy scientist married a Pinay lass from Infanta, Quezon. They established it to distribute fresh pasteurized cow's milk in Angeles City. But years past and demands got higher hence Karlen's and Bulacan dairy farmers started to work together to expand the supply of high quality fresh milk in North Luzon. Its milk quality is being assisted by the newly introduced refrigerated milk storage on dairy farms in Bulacan.

Karlen's has its milk toll processed into yogurt at Hacienda Macalauan, while its fresh milk products at Katipunan ng Kooperatiba ng Maggagatas, Ink.(KKMI) in Calauan, Laguna. They are also now moving into milk processing to expand its fresh product range and to minimize expenses.

Back then, they used to sell their products such as fresh milk, chocolate milk and yogurt house-to-house around Angeles City, but today their routes expand as far as Metro Manila, Subic and Baguio. They even have a steady market for hotels in the vicinity and loyal patrons in the community.

With things getting rosier, Karlen's intends to venture into ice-cream making in the future and even develop small packs of yogurt for selling in airport kiosks and hotels. And with its eight marketing staff to boot and two personnel in the office, they have their hands full distributing some 1500 liters of fresh products in the Northern area of Luzon while still not forgetting that they are in for the long haul.