



# **Bulla Dairy Foods 2026**

# Introduction to Bulla

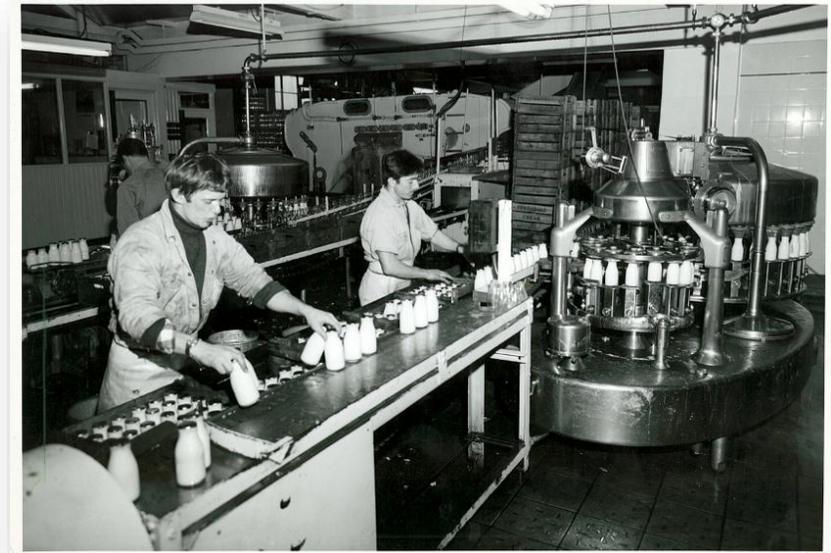


# 116 Years of Dairy Production

## Family Dairy Since 1910

Founded in 1910 and proudly celebrating six generations of dairy craftsmanship, Bulla is now the largest supplier of ice cream and chilled cream in Australian grocery - made from fresh milk and cream delivered daily.

Our vision is to craft the best of Australian dairy to share with the world.

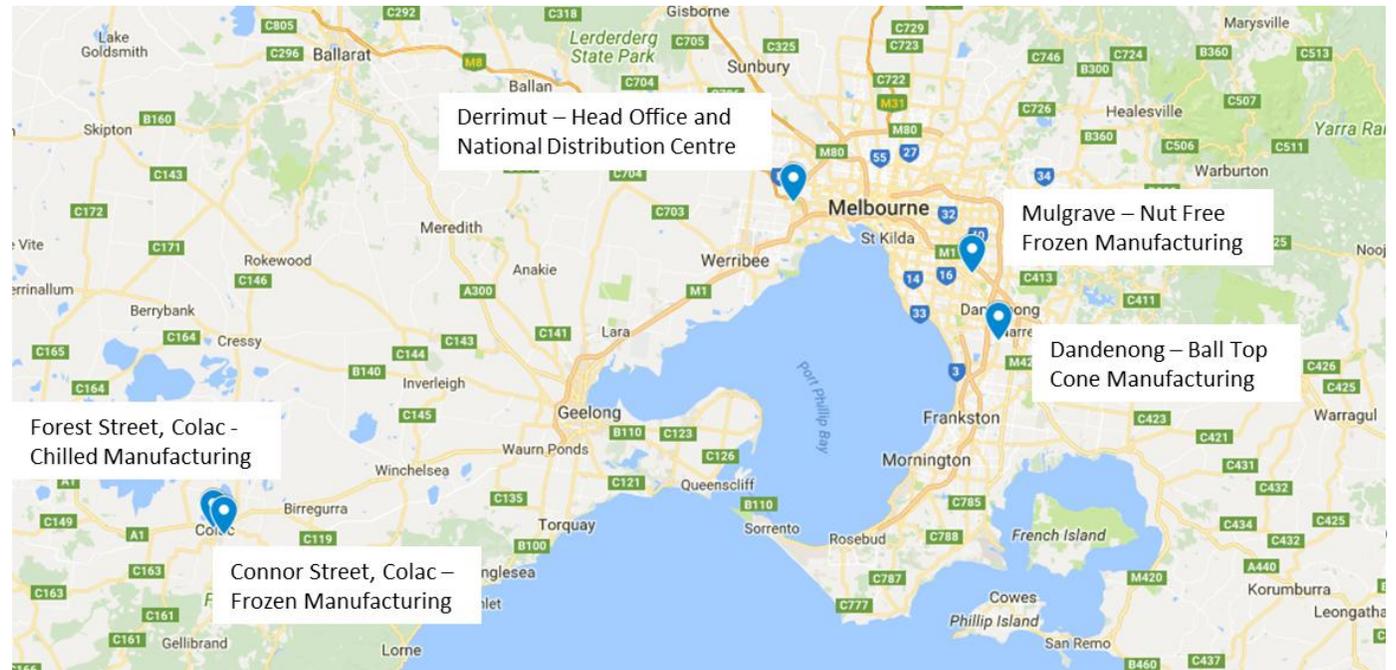


# Bulla - Our Location



# Our Locations

- The Bulla Head Office and National Distribution Centre is based in **Derrimut**, in the western suburbs of Melbourne, Victoria, Australia.
- Production is primarily located at **Colac**, a town in one of the Australia's richest dairy regions, with specialist sites at **Mulgrave and Dandenong** in the eastern suburbs of Melbourne.



# Head Office and Distribution Centre



## Derrimut, Victoria

The Distribution Centre has a storage capacity of 3,000 chilled pallets and 20,000 frozen pallets.



# Innovation Centre



**Colac, Victoria**

The Bulla Innovation Centre includes R&D, technical, sensory lab and pilot plant capability.



# Chilled Product Capacity



**Forest St, Colac, Victoria**

**Products:**

Cream, Yoghurt & Cottage Cheese

**Formats:**

Cups, Buckets, Bag in box, Bottles



# Frozen Product Capacity



- **Connor St, Colac (100 years old site)**
- **Hearn St, Colac (new since Nov 2025)**

## Products:

Cups, Tubs, Extruded Sticks  
Moulded Sticks, Cakes  
Cones, Sandwiches



# Frozen Product Capacity



## Mulgrave, Victoria

### Products:

Cups, Tubs, Trays



## Dandenong, Victoria

### Products:

Ball top cones



# Bulla Milk Supply



- Western Victoria is home to Australia's largest regional milk pool, providing Bulla with reliable access to milk. Bulla's largest manufacturing site is located in Colac, Western Victoria.
- In 2014 Bulla invested in milk separation and skim milk concentration capability at the business' Colac operation.
- On the 1st July 2018, the start of the 2018/19 dairy season, Bulla began sourcing its farm milk requirements directly from farms in Victoria.



# Bulla Product Range



# We have a wide range of dairy products to meet many different needs & usages...

## CREAM



Thickened Cream



Cooking Cream



Imitation Cream



Sweetened Cream



Dollop Cream



Sour Cream



Vegetarian Cream



Crème Fraîche



Whipped Cream

## YOGHURT



Single Serve Tubs



## FRESH CHEESE



Cottage Cheese

## FROZEN



Ice Cream



Frozen Yoghurt



Soft Serve



# & we have an offer for every Ice Cream occasion...

## IMPULSE



## TAKE HOME



## BULK



## CHOC TOPS



## SOFT SERVE



## 5L SCOOP



# & we have all the impulse ice cream segments covered

## SNACKING



## FUN & VALUE



Ice Cream Cups

## BETTER FOR YOU



Frozen Yoghurt Cups

## REFRESHMENT



Icy Pops

## FAMILY ESSENTIALS



Ice Cream Sticks



Ice Cream Cakes



# Frozen - Ice Cream



# Bulla is the No.1\* Ice Cream brand in Australia



# Bulla Ice Creams are in 5 million Australian homes



**Australian shoppers purchase  
more than 80,000 packs of  
Bulla Ice Cream every day**



# Made with Fresh Australian Milk & Cream



## Creamier & Smoother



# Murray St Super Premium Ice Cream



**Crafted ice cream made with fresh Australian milk,  
cream & free-range egg yolks**



# Creamy Classic Premium Ice Cream



Ice Cream tub (2L & 460ml)



Ice Cream Sandwich



Choc Coated Stick

**Made with fresh Australian milk and cream  
for a deliciously smooth and creamy texture**



# Frozen Yoghurt



Frozen yoghurt tub (1L)



Frozen yoghurt stick



Frozen yoghurt cup

**Made with fresh Australian milk**

**Made with real fruit, with no added artificial colours and flavours**

**97% fat free**



# Other Product Varieties ...



## Products:

- Splits
- Crunch
- Choc Bar
- Nourish
- Choc Top
- Party Cup
- Ice cream cake



# Food Service



# Chilled - Fresh Cream



# Bulla is the No.1\* fresh cream brand in Australia



**Made from fresh Australian milk**



# Cream for retail



All-purpose cream  
Ideal for both whipping and  
cooking



Dollop & Double cream  
can be used straight  
from the tub, no  
whipping required



# Cream for Food Service



# Chilled - Cottage Cheese



# Cottage Cheese



**Made from fresh Australian milk**  
**High protein versatile fresh cheese 97% fat free**



# Bulla Cottage Cheese range

**high  
protein**

**97% fat  
free**

**Vegetarian  
friendly**

**versatile**

**healthy &  
convenient**



**Original**



**Onion & Chives**

**handmade  
using fresh  
Australian milk**



# Chilled - Yoghurt



# Australian Style Yoghurt

**your new favourite yoghurt**  
thick, creamy and made with fresh Australian milk

no added sugar\*



**Bulla**  
FAMILY DAIRY SINCE 1910

**Bulla**  
FAMILY DAIRY SINCE 1910  
CREAMY AUSTRALIAN STYLE YOGHURT  
Natural 160g

\*Claim pertains to Bulla Australian Style Natural Yoghurt

**thick, creamy yoghurt made with fresh Australian milk**



Made using Australian grown fruit

Preservative Free

No added sugar\*

Preservative Free

Preservative Free

Made using Australian grown fruit

Preservative Free

\*Claim pertains to Bulla Australian Style Natural Yoghurt



**Bulla**  
FAMILY DAIRY SINCE 1910

# Natural Yoghurt



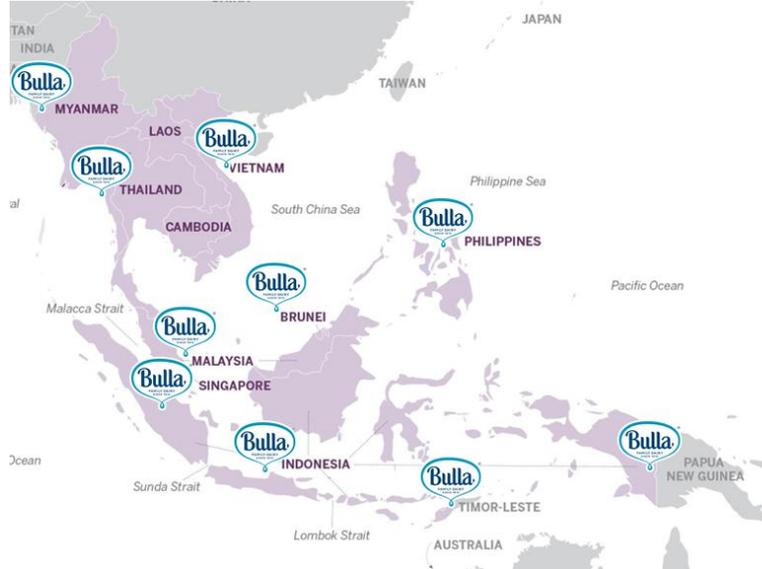
**Made with fresh Australian milk**  
**No added sugar**  
**Preservative free**



# Our International Business

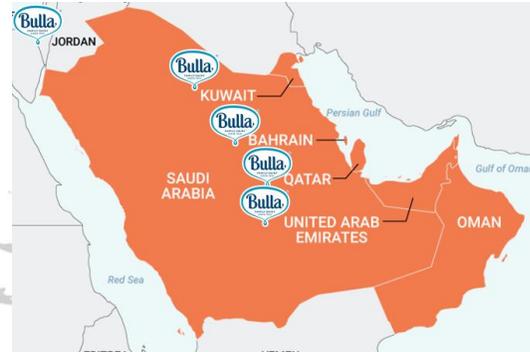


# Distribution Around the World



## Bulla Office Location

- Hong Kong
- Singapore



## South East Asia & Middle East

- Singapore
- Malaysia
- Indonesia
- Brunei
- Philippines
- Vietnam
- Thailand
- Myanmar
- Pacific Island - Papua New Guinea
- East Timor
- United Arab Emirates
- Kuwait
- Qatar
- Bahrain
- Jordan

## North Asia

- China
- Hong Kong
- Taiwan
- South Korea



# To Finish

Bulla was originally founded over 100 years ago by three families. Today, descendants of these families play an active role in the shaping and direction of our brand and legacy. Bulla is not just a company, it's a community, and everyone involved with Bulla is considered part of the family.

We take pride in creating new and exciting products for our customers, but we also appreciate and uphold time-honoured traditions. We are still owned and made in country Australia by the same three families. Six generations on we set our standards high, ensuring we reach them every time to produce quality products for everyone to enjoy.



**Thank You!**

