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## BRITAIN'S FIRST ONLINE MILKMAN SERVICE GETS CUSTOMERS GO-AHEAD

Britain's first online service which helps people locate milkmen across the country has seen an upsurge in customers.

A fresh wave of 10,000 customers have visited the 'Find me a Milkman' website ([www.findmeamilkman.net](http://www.findmeamilkman.net)) since its re-launch in February.

Speaking at the annual Doorstep Seminar at Haydock Park, Dairy UK Processing Manager Edmund Proffitt said: "These days, consumers expect to be able to shop for groceries online, and there's no reason that the doorstep milk sector should be different.

"Findmeamilkman has proved extremely popular since its inception and the latest upsurge in visitors to the site has confirmed that people throughout Britain really value the doorstep service from their milkman."

Dairy UK redesigned and relaunched its website with partner Ixantis, and consumers have responded enthusiastically to the new look site.

Taking average click-through rates and order volumes, it is estimated that the additional business generated by the site will amount to more than £10m in the first year.

findmeamilkman.net now offers a much more accurate geographical search facility, capable of calculating what services are available within a given radius of your home. For the first time, it can provide information about the products milkmen sell and allows users to order and pay online.

-ENDS-

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### NOTES FOR EDITORS

About Dairy UK:

*Dairy UK is a trade association that represents the interests of dairy farmers, producer co-ops, milk processors and doorstep deliverymen. For more information visit [www.dairyUK.org](http://www.dairyUK.org).*



*Proud of Dairy is a Dairy UK campaign to raise the profile of the dairy industry. Are you Proud of Dairy too? If so, why not support the campaign by clicking onto [www.proudofdairy.com](http://www.proudofdairy.com) where you can find more details.*