

# World's first 'Super Milk' hits shelves across Australia; is poised to redefine the baby formula market

The world's first 'super milk' infant formula, which is made from a blend of sheep and goat's milk, has officially hit shelves in Australia.

**Karilac Shegoa** by New Zealand Dairy is a revolutionary new infant formula manufactured with a rich, creamy texture that is proven to help with regular infant consumption and to support the growth of young digestive systems.

Stocked at IGA stores right across the country, **Karilac Shegoa** has bold and ambitious growth plans which is why they've also cemented a strategic investment partnership with [Bespoke Marketing Solutions](#).

This unique agency with comprehensive digital marketing experience will help to spearhead growth for the company in Australia as well as the Middle Eastern, South East Asian, and European markets.

Bespoke is led by Melbourne entrepreneur Rashid Alshakshir, who has also founded a number of successful start-ups and holds extensive growth-hacking marketing experience.

**Karilac Shegoa** is proudly made in Australia and the company is progressing with agreements for distribution in a number of key markets to support its strategy in becoming a true global brand.

Discussions are progressing with one of the leading supermarket chains in New Zealand with a view to launching with them later in the year. Contracts are currently being finalised with leading distributors in **UAE, Oman, Saudi Arabia, Jordan, Egypt, Greece, Mexico and Vietnam**. A partner has been identified to assist with the launch in **China**.

The Company has entered into an agreement with RMIT University in Melbourne to undertake an independent study into the benefits of Shegoa infant formula, with a particular focus on digestibility.

To lead this rapid global expansion, a number of recent appointments have been made.

**Tarek Gamal** has been appointed as General Manager for the Middle East and is based in Dubai. Tarek has over 8 years of experience in the infant formula industry and previously held the position of Sales Manager Middle East for Ausnutria.

**Frans Bergmans** has been appointed as General Manager for Europe and is based in the Netherlands. Frans has over 12 years of experience in the dairy industry. He will lead the Company's expansion into the European market.

**Hamza Habib** has joined the board as a Non-executive Director and will now spearhead the sales targets both local and international, set up strategic partnerships and oversee broker appointments for future capital raising and managing the IPO process.

Aussie parents can now trial a free sample by visiting [www.shegoa.com](http://www.shegoa.com)

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