

Testimonial

Medallion Milk

Profile

Medallion Milk, the only Canadian company that manufactures dry powdered milk, uses a proprietary crystal-powder technique much different than the process used for instant milk. The result is an easy-to-use milk indistinguishable from fresh milk when reconstituted. Their powdered milk is high in calcium, proteins and vitamin B12, has a one-year shelf life, and costs 35% less than liquid milk. Medallion Milk provides individuals, families and organizations, such as seniors' residences and hospitals, with milk that can be stockpiled and used for multiple purposes, including drinking, baking and cooking.

Need

Given economical options and ease of shipping their product, Medallion Milk owners Adam Pankhurst and wife Susan Graham decided the time was right to expand to consumer and commercial markets across Canada. The couple had received financing assistance from BDC when they purchased the Winnipeg company in 2012. One year later, they once again turned to BDC for help, this time in raising brand awareness.

Solution

A knowledgeable BDC team worked with Pankhurst and Graham to develop a digital strategy for Medallion Milk, first by identifying key target markets and buyer profiles, at both the consumer and commercial level, then by conducting a competitive audit by reviewing comparable online best practices. BDC also prepared detailed website requirements and a build plan, then developed a one-year search engine marketing and social media campaign.

Results

With BDC's help, Medallion Milk launched its website and, in less than two weeks, over three thousand dollars of new online orders came in from across Canada. Pankhurst and Graham look forward to even more business as the Medallion Milk website gains recognition.



BDC was top-notch in the build, development and implementation of our website. Without BDC's help, our results would not be as positive as they are.

**Adam Pankhurst and
Susan Graham**

Owners
Medallion Milk
www.medallionmilk.com