



Australian Avocados Food Service Marketing Program

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Strategy Overview

1) Leverage the Consumer strengths.

Build a Food Service positioning which reinforces and builds on these strengths.

healthy, great taste, aspirational, versatile

2) Focus on driving HOT dishes especially for Winter

Simple uses that diners can take back into in-home use.

New ideas for food service that link back into and extend the success to date

3) Fresh Avocados add value to the menu for chefs

Lifts the perception of a dish. Diners perceive as extra taste/healthy.

Opportunity for higher \$ sales.



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Positioning

- The strategy is to position the product as a value add opportunity for chefs.

“Fresh Avocados are the new healthy way to add flavour and excitement to your menu.”



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Menu Strategy

Engineering a place on the Menu is the critical success factor:

- Must be highly proactive to promote “hero” Hot dishes to extend usage.
- A communication strategy that is focused on promoting Hot use of Fresh Avocados while still supporting use in Cold:
 - e.g. “You know how successful adding Avocado is to salads and gourmet sandwiches. Now Fresh Avocados can bring that same success to your hot menu too...”
- Develop the Hot “menu ideas” that will resonate with chefs and diners



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Targeting the Market

- **Priority Segments**

Restaurants, Cafes, Hotels, Clubs

- Menu

HOT meal ideas for Modern Australian, Seafood, Italian/Pizza

- Diner

Female (and male), 20s to 40s, middle to high income, educated

- Region

Skew to Qld/NSW to leverage off the existing consumer and Cold menu strengths. Vic., is a sizable market which will not be ignored.

- Price Segment/level

Mid-level dining, good quality food with health considerations, menu design would translate more easily to in-home, significant volume.



Food Service Programs

- Product Development Panel
- Chef Masterclasses
- Chef Advertising / Website
- Public Relations
- Providore Program
- Menu Penetration Survey



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Timing

- **2008-09: Prepare for Winter 2009**
 - Product performance panel
 - Baseline menu penetration national survey
- **2009-10: Launch Campaign**
 - Launch Masterclasses
 - Establish Providore Program
 - Develop and launch creative campaign/advertising
- **2010-11: 2nd Winter Campaign**
 - Continue advertising and Masterclass
 - Build on Providore partnerships
 - Prepare plans for wider opportunities
 - Menu penetration national survey
- **2011-12: 3rd Winter Campaign + expand to new segments**
 - Creative and promotional campaign
 - Consolidate Providore Program
 - Explore wider opportunities: TAFEs, Tertiary/School/Caterer segments
 - Menu penetration national survey









Questions?



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