



Whole Foods North East Australian Foods Promotion – October 2008

In October 2008 Australian Made, Australian Grown (AMAG) held a month long in-store promotion at Whole Foods Market (North East).

This promotion was fully funded by AMAG in an effort to raise awareness among US consumers of the qualities of Australian foods through the use of the "Australian Made" logo.

The promotion was conducted at 14 of NE stores in the Manhattan, New York, New Jersey and Connecticut areas. The promotion included store demonstrations.

Aboriginal celebrity chef, cookbook author and television personality, Mark Olive, of Lifestyle's Channel's Outback Café was secured to conduct an *Australian Made Culinary Class* to invited media and stakeholder guests on 22 October and he also appeared at a demo at the Bowery Street store on 14 Oct where he prepared some dishes and interacted with consumers to discuss the products on display.

A new Australian Made US promotional website www.australianmade.us was launched on 7 Oct featuring all the products of the Whole Foods promotion, recipes and hyper linked to your company website. This was also announced by the Gourmet Retailer magazine

The Advance New York expatriate professional network was informed about the promotion through an AMAG e-newsletter to its 3500 US members with a chance to win an Australian Made food hamper of licensee products.

A colourful brochure featuring products to supplement in-store tastings was designed and printed in the US by AMAG – see photocopy attached.

The month long promotion led to seven media articles appearing in magazines, radio and television reaching a potential audience of 13.5 million people. The advertising value was worth US\$457,455.

I am sure you will agree after perusing the attached reports that the Whole Foods promotion was extremely successful in raising the awareness of Australian products and achieving a high profile for your products among consumers.

AMAG plans to hold more retail promotions in the months to come with major chain store outlets in the east and west coast of the US as well as in Hawaii. You will be informed of the details when they become available.

I look forward to working closely with you in 2009 promoting your products in the US and other export markets.

Yours sincerely,
Ranjit K Singh
Manager – Export Project

