



WHOLEFOODS, US 2008

A wide range of licensee products were promoted in US food retail chain Whole Foods during October 2008. The promotion gave American consumers the opportunity to taste some of Australia's most exciting food products.

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. AMAG retained the services of Austrade to project manage the promotion and liaise with the buyer at Whole Foods.

AMAG also retained the services of a US-based PR firm, Crocmedia, to undertake extensive media and PR outreach work during and after the promotion.

The promotion was conducted at 14 of NE stores in the Manhattan, New York, New Jersey and Connecticut areas. The promotion included store demos conducted by professional demonstrators who were well briefed on the key aspects of the product on display and feedback was collected and collated by the stores.



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 October featuring all the products of the Whole Foods promotion, recipes and hyper linked to licensee company websites. 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. 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.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.