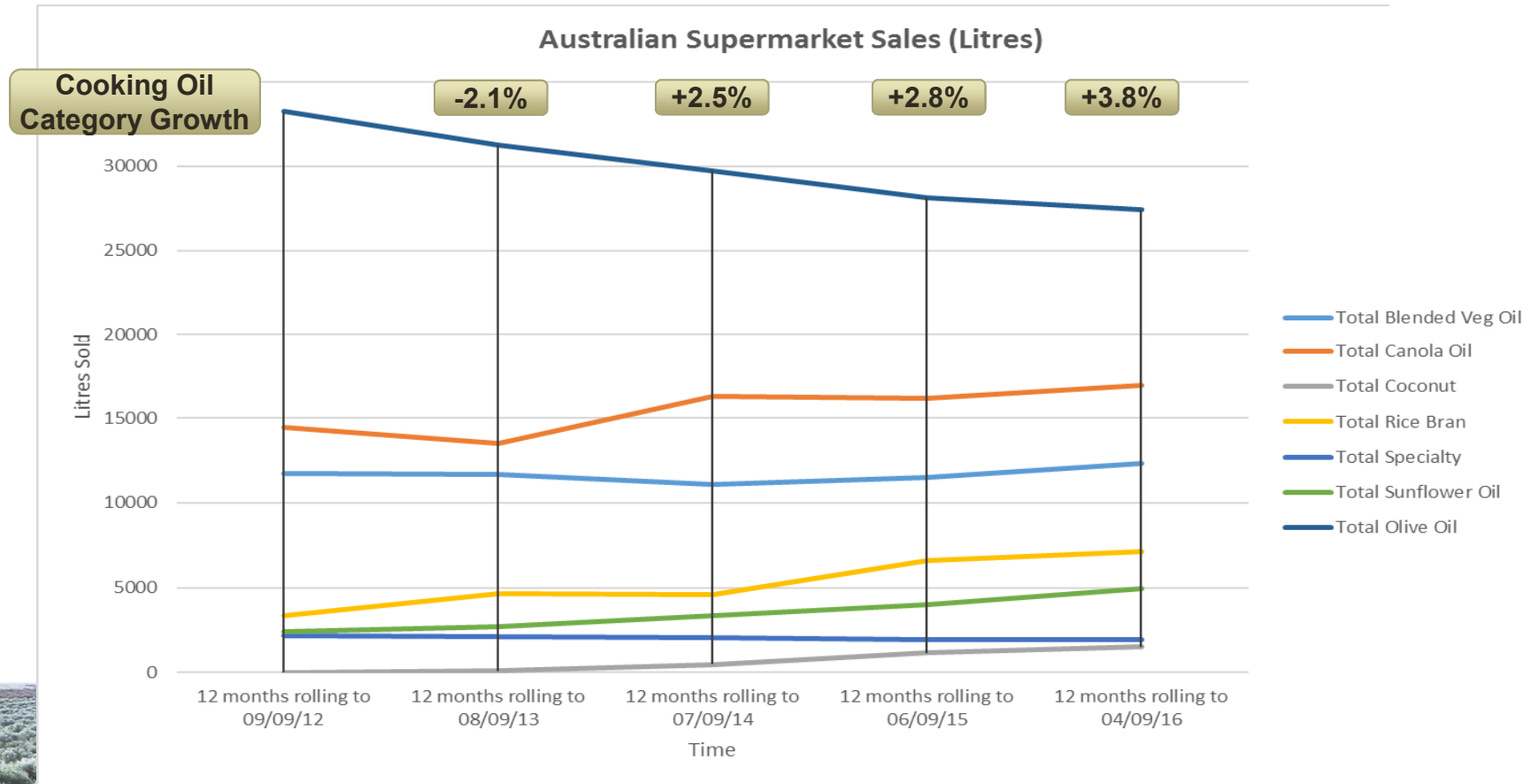


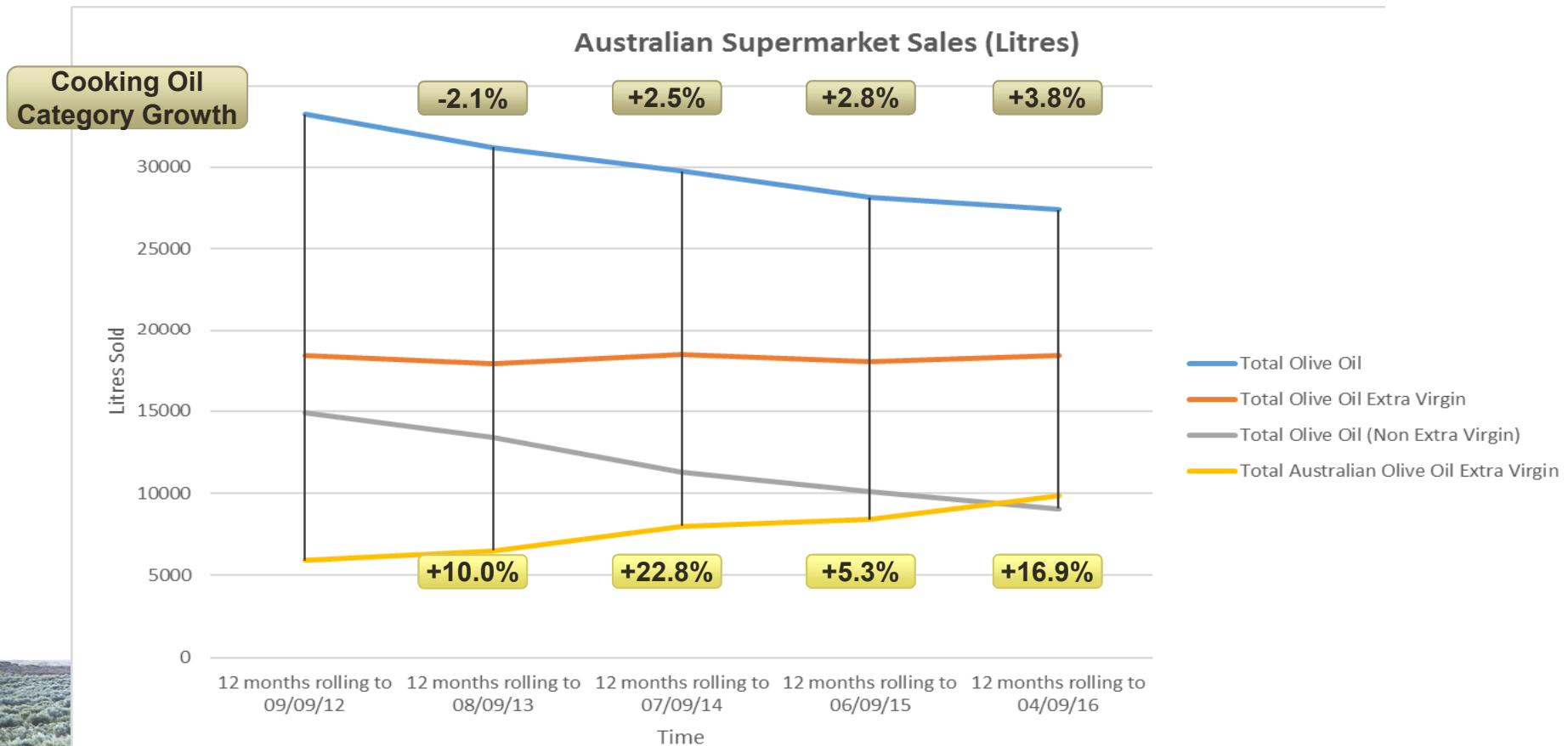
Growth of Australian Extra Virgin Olive Oil in the Australian Market



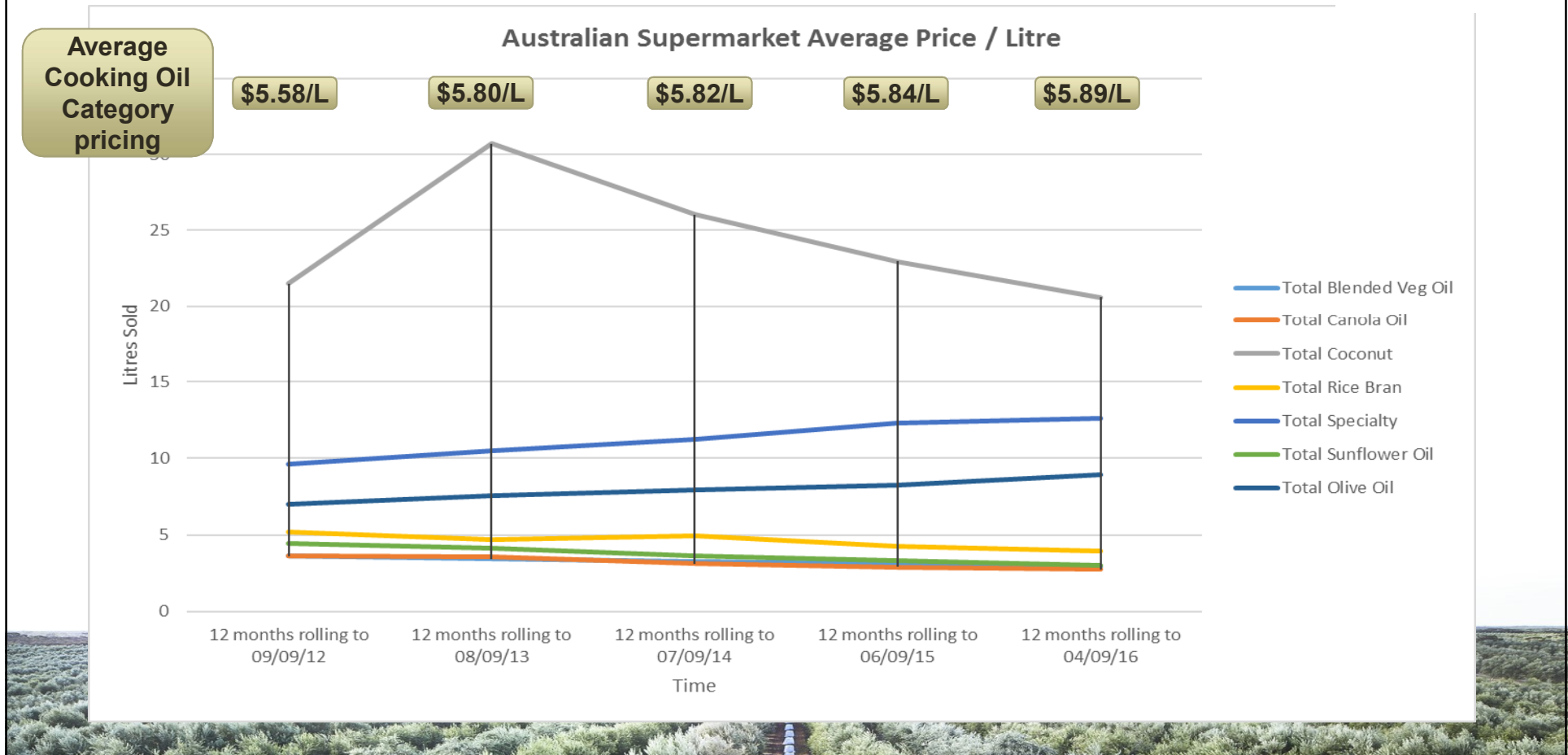
Consumption of Cooking Oil in Australia is growing year on year yet Olive Oil consumption is declining



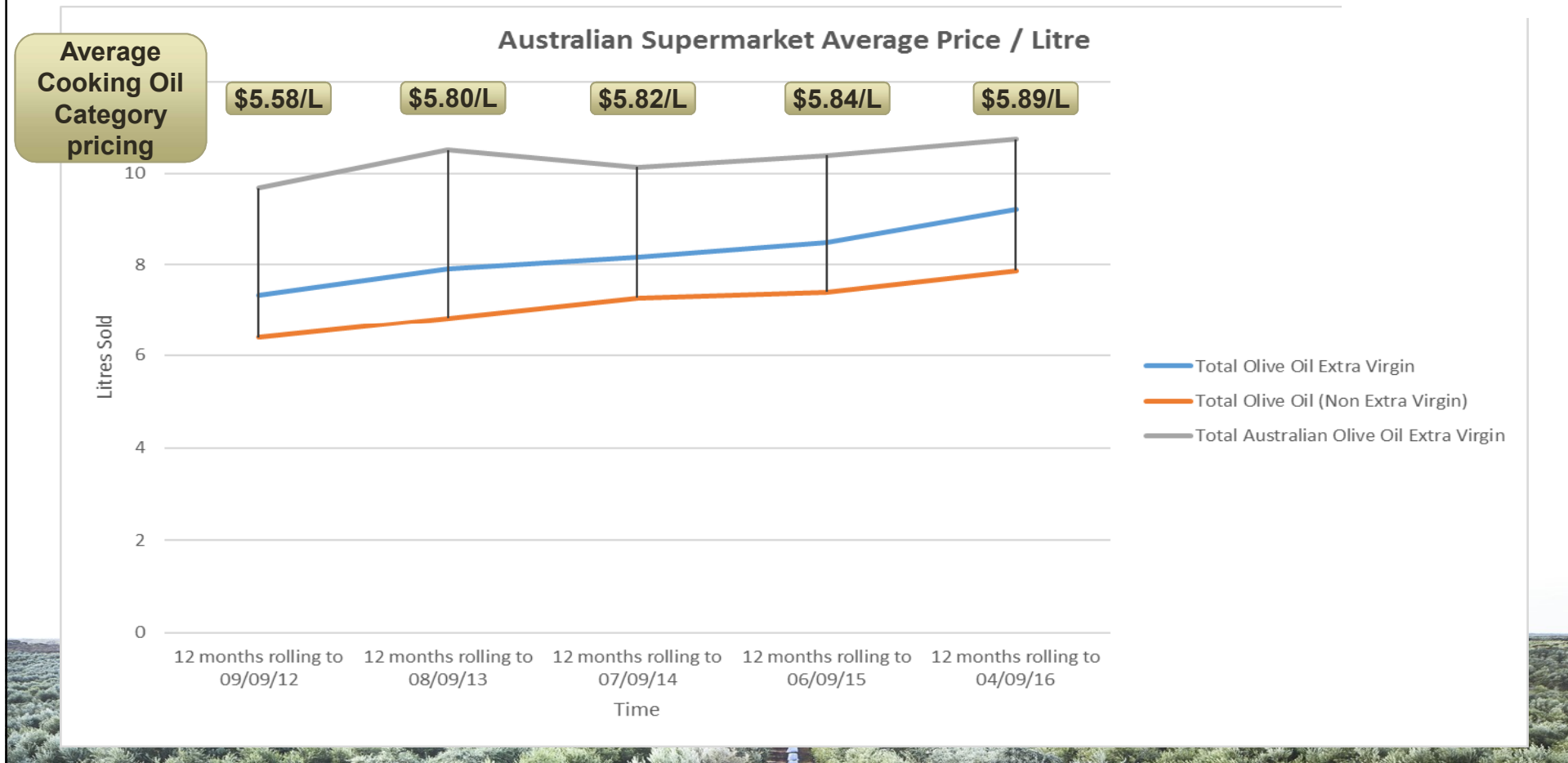
**The decline in Olive Oil consumption is driven by imported products.
Australian Extra Virgin Olive Oil consumption is in growth.**



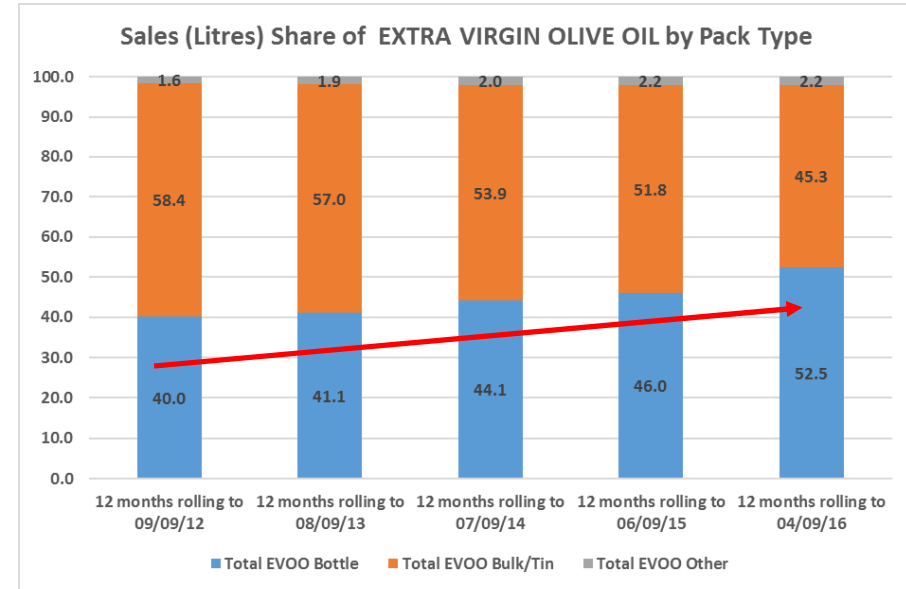
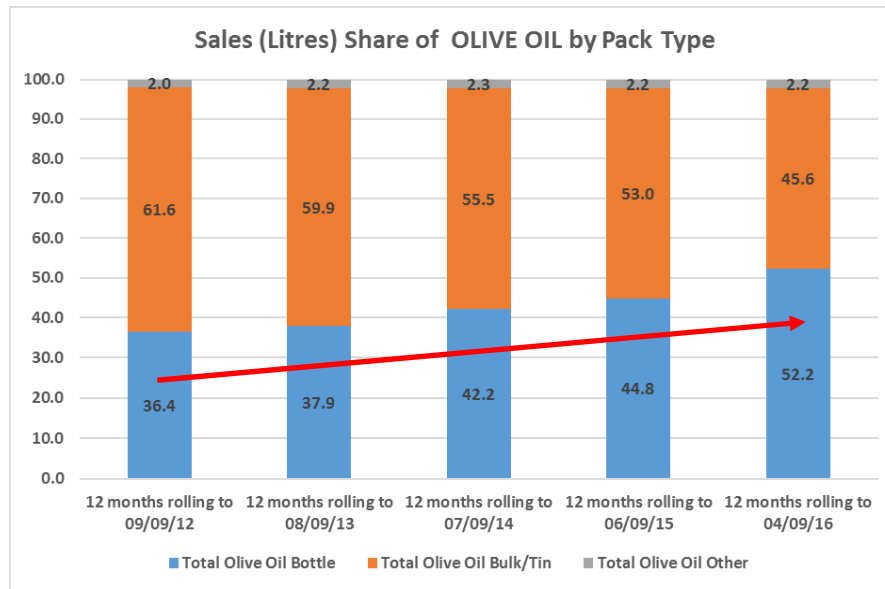
On average, Australians pay \$5.89/L for Cooking Oil, with Olive Oil being one of the top three products driving this.



Australian Extra Virgin Olive Oil is leading the way with price / litre.



As Australian households gradually become smaller and smaller we are seeing a trend of consumers buying more and more bottles than bulk formats (tins).



Opportunities for us to grow the industry together

Get Australians to only buy
Australian Extra Virgin



Get Australians to buy only bottles
to grow category price per litre



AUSTRALIANS

**have different types of
Cooking Oils in their pantry
and used for different occasion**

Help BUST THE MYTHS for Australians to make the **best choice** when buying Cooking Oil

'All oils are the same, right?'



'I can't cook with Extra Virgin Olive Oil'



'I have a different oil in my pantry for different needs or recipes'



FACT

Australian Extra Virgin Olive Oil is the freshest and healthiest oil – 100% natural fresh juice of the olive

FACT

Australian Extra Virgin Olive Oil is one of the most stable and safest oil in the market – high smoke point

FACT

Australian Extra Virgin Olive Oil is very versatile and tastes great – the only oil you need in your pantry