



Why Are We In Business?

Our Italian Passion for Food



About Sandhurst



Good passionate people are our greatest assets, people that work as though the business were their own, our authentic Antipasto products are of the highest quality & we are proudly **100% Australian owned & operated.**

The Lubrano Family- Mimmo- What do I do?



- I have visited over 100 olive factories in Argentina, Greece, Spain, Italy, Peru, Turkey, Australia, Germany
- I regularly visit ALL Olive packers
- Growing farms and fields in all countries
- Knowledge of the Olive technology centre in Seville- OFM/Bando/Sadrym/Pages
- Seen over 20 years of changes in the olive industry
- Visited the smallest factories and the largest ones that can do up to 30 containers per day (500 pallets)

What We Are Here To Do



We are a family company providing a range of great tasting, well presented, value for money packaged foods that satisfy changing customer needs; in pursuit and delivery of this we enrich the lives of our staff and their families, customers and suppliers.

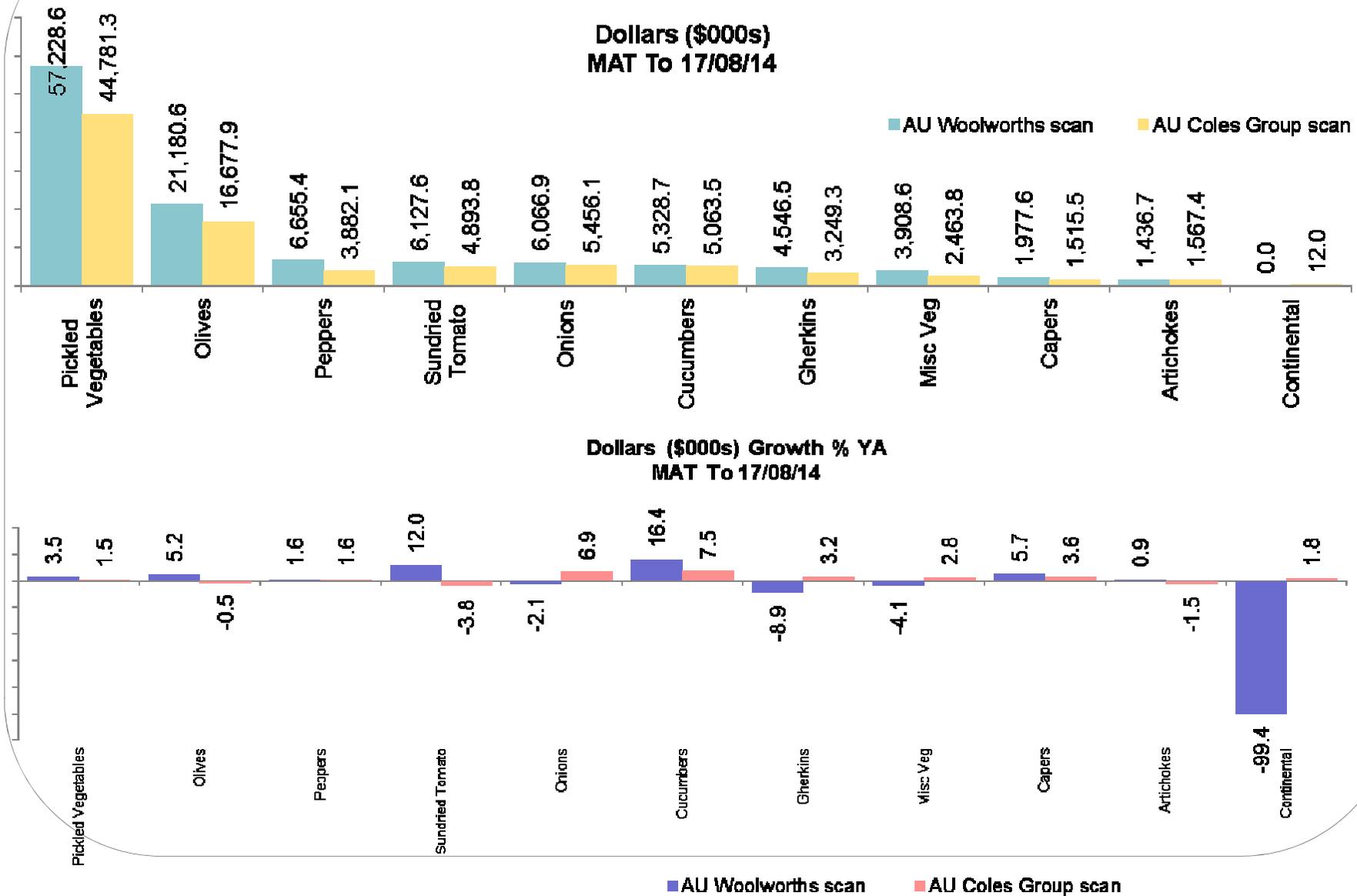
What we need from Olive Producers...

- Consistent product
- Pitting facilities
- Knowledge of a good olive product
- The “Quality” system with benchmarks
- What we look for.....

What we look for...

- Colour (Blonde/Semi/Black)
- Size (Greek Size Chart)
- Taste
- Smell – Olive Smell defect
- Defect level – broken/smashed/airpockets
- Number of Pits per kg
- Texture soft/firm/fleshy
- Bitter/Salty – depends on region and time
- Packaging – drums etc

Category Segment Growth – Latest MAT



RETAIL MARKET – JARS Brand Share & Growth

Latest MAT & Quarter

	MAT To 17/08/14					
	Australia Grocery Weighted		AU Woolworths scan		AU Coles Group scan	
	Share of Total	Dollars (\$000s)	Share of Total	Dollars (\$000s)	Share of Total	Dollars (\$000s)
	Pickled Vegetables	Growth %YA	Pickled Vegetables	Growth %YA	Pickled Vegetables	Growth %YA
Total Pickled Vegetables	100.0	1.9	100.0	3.5	100.0	1.5
Total Riviana Foods	44.6	6.0	47.7	9.4	37.5	4.0
Total Sandhurst Foods	15.6	0.5	16.4	4.4	13.5	-2.3
Total Private Label	11.0	-7.5	14.3	-6.9	13.3	-8.3
Total Other Mfrs	7.9	4.1	6.9	18.3	8.5	-5.5
Total Three Threes P/L	7.0	11.1	7.4	10.6	6.1	15.0
Total Rosella Foods	4.7	-2.9	3.3	-27.6	6.2	30.0
Total Hoyts	3.2	-20.9	0.2	-81.7	6.7	-7.5
Total Spring Gully	2.9	1.5	2.7	1.6	2.9	4.6
Total Conga Foods Pty Ltd	1.8	7.9	0.0	-99.0	3.9	9.5
Total Fletchers	1.2	-3.1	1.2	-1.1	1.1	-3.4
	Qtr To 17/08/14					
	Australia Grocery Weighted		AU Woolworths scan		AU Coles Group scan	
	Share of Total	Dollars (\$000s)	Share of Total	Dollars (\$000s)	Share of Total	Dollars (\$000s)
	Pickled Vegetables	Growth %YA	Pickled Vegetables	Growth %YA	Pickled Vegetables	Growth %YA
Total Pickled Vegetables	100.0	1.2	100.0	1.4	100.0	3.2
Total Riviana Foods	45.0	1.1	48.1	3.4	37.8	1.0
Total Sandhurst Foods	15.9	-2.4	17.1	-0.8	13.1	-1.9
Total Private Label	11.4	-5.2	14.1	-11.7	14.5	4.3
Total Other Mfrs	8.5	13.7	7.7	33.9	8.9	-0.3
Total Three Threes P/L	6.1	-1.3	6.4	-6.6	5.4	11.2
Total Rosella Foods	4.1	31.0	2.8	45.1	5.5	26.1
Total Hoyts	2.9	-9.2	0.0	-91.4	6.4	-2.5
Total Spring Gully	2.8	-13.5	2.5	-15.1	2.8	-6.7
Total Conga Foods Pty Ltd	2.1	34.5	0.0	-35.7	4.5	36.2
Total Fletchers	1.1	2.3	1.2	16.7	1.0	-11.7

National Top 20 SKUs

	MAT To 17/08/14			Qtr To 17/08/14		
	Dollars (\$000s)	Dollars (\$000s) Growth %YA	Units (000s)	Dollars (\$000s)	Dollars (\$000s) Growth %YA	Units (000s)
Always Fresh Oliv Klrnta Ptttd 670g	4,904.6	-8.9	799.3	1,059.9	6.4	163.6
Always Fresh Oliv Klrnta Ptttd 200g	2,560.2	-9.3	596.3	578.7	-3.2	129.1
Three Threes Ghrkn Swt Spcd 540g	2,380.8	18.2	993.7	444.6	7.1	167.6
Sandhurst Pkl Chilli Jalapeno 270g	2,372.5	0.7	761.9	561.3	-1.2	175.6
Always Fresh Sun/D Tom Strp 200g	2,334.8	9.7	584.8	475.3	-13.9	114.4
Sandhurst Pkl Oliv Klrnta Ptttd 450g	2,323.6	-1.3	589.8	496.6	3.0	123.0
Always Fresh Pepp Rstd Strp 340g	2,257.2	-0.6	492.3	487.4	-1.0	100.7
Always Fresh Oliv Blk Slcd 235g	2,193.0	6.7	737.5	508.3	0.6	162.2
Always Fresh Cucm Baby 350g	2,071.9	21.5	632.4	486.6	38.1	140.6
Always Fresh Oliv Stfd 700g	1,896.2	-6.2	520.3	372.6	-10.4	89.0
Three Threes Oliv Stfd 500g	1,752.3	8.9	574.8	294.2	-17.8	90.3
Always Fresh Oliv Klrnta Slcd 200g	1,732.8	-4.0	394.1	434.7	0.2	96.9
Fehlberg Onion 500g	1,716.4	-5.2	420.3	367.3	5.5	89.3
Sandhurst Pkl Capers B Wine Vngar 110g	1,707.8	9.9	802.2	369.7	6.1	166.8
Three Threes Onion Pckl Old/S 500g	1,666.2	16.2	500.5	285.8	-1.1	81.4
Always Fresh Cucm Polski Ogk 680g	1,663.2	3.0	553.2	392.9	12.4	119.2
Always Fresh Cucm Swt & Sour 680g	1,611.1	7.1	512.1	401.0	26.3	121.3
Always Fresh Oliv Stfd Anchov 450g	1,519.2	3.9	245.7	311.3	-6.7	49.4
Always Fresh Pepp Rstd Fire 450g	1,464.3	10.3	261.2	457.5	54.5	83.7
Blue Banner Onion Brwn 525g	1,422.2	18.8	267.4	276.8	36.1	50.0

Woolworths Top 20 SKUs

	MAT To 17/08/14					Qtr To 17/08/14				
	Dollars (\$000s)	Dollars (\$000s) Growth %YA	Units (000s)	Dollars/Store /Week	Units/Store/ Week	Dollars (\$000s)	Dollars (\$000s) Growth %YA	Units (000s)	Dollars/Store /Week	Units/Store/ Week
Always Fresh Oliv Klrnta Ptttd 670g	2,169.6	-11.1	337.7	45.9	7.1	476.3	8.5	70.5	39.7	5.9
Always Fresh Oliv Klrnta Ptttd 200g	1,322.1	-8.6	302.1	27.8	6.4	292.4	-5.3	63.8	24.2	5.3
Always Fresh Sun/D Tom Strp 200g	1,289.8	10.8	321.2	27.1	6.8	271.6	-11.1	65.3	22.5	5.4
Homebrand Oliv Blk Slcd 430g	1,110.0	4.3	538.2	23.4	11.3	282.2	6.9	136.6	23.4	11.3
Sandhurst Pkl Oliv Klrnta Ptttd 450g	1,096.9	-2.0	282.5	23.1	6.0	246.4	0.9	63.3	20.5	5.3
Always Fresh Sun/D Tom Strp 670g	1,081.8	870.3	164.8	23.7	3.6	267.2	139.6	39.5	23.1	3.4
Three Threes Ghrkn Swt Spcd 540g	1,073.8	12.7	439.9	22.7	9.3	178.5	-10.6	67.2	14.9	5.6
Sandhurst Pkl Chilli Jalapeno 270g	1,071.7	-0.7	344.1	22.5	7.2	253.7	-1.5	79.1	21.0	6.5
Always Fresh Cuom Brd & Butter 700g	1,019.9	30.8	363.0	21.8	7.8	229.0	26.0	76.9	19.3	6.5
Always Fresh Oliv Blk Slcd 235g	1,014.7	5.5	334.4	21.8	7.2	235.5	-3.2	74.7	19.9	6.3
Always Fresh Pepp Rstd Strp 340g	1,006.3	0.2	216.4	21.2	4.6	222.4	5.1	45.8	18.5	3.8
Sandhurst Pkl Capers B Wine Vngar 110g	908.2	18.6	421.4	19.2	8.9	211.1	17.7	94.7	17.6	7.9
Always Fresh Oliv Stfd Anchov 450g	907.9	3.9	144.1	19.3	3.1	183.2	-10.5	28.1	15.5	2.4
Three Threes Oliv Stfd 500g	863.3	4.7	279.2	18.3	5.9	145.7	-28.6	44.7	12.2	3.7
Woolworths Select Oliv Klrnt Ptttd 345g	857.2	0.8	291.6	18.3	6.2	188.9	-11.4	63.1	15.9	5.3
Homebrand Oliv Gm Stfd 450g	828.3	0.3	419.5	17.5	8.9	197.3	15.2	100.0	16.5	8.3
Always Fresh Pepp Rstd Fire 450g	809.8	17.6	143.8	17.3	3.1	279.6	82.7	51.6	23.5	4.3
Always Fresh Cuom Baby 350g	809.6	24.7	238.0	18.0	5.3	198.5	51.9	56.4	17.5	5.0
Woolworths Select Dolmades Tradit 280g	805.3	-4.0	227.5	17.0	4.8	177.5	-0.3	50.6	14.8	4.2
Always Fresh Oliv Stfd Span 450g	788.1	-1.9	244.8	16.6	5.2	151.2	-6.9	44.5	12.6	3.7

Coles Top 20 SKUs

	MAT To 17/08/14					Qtr To 17/08/14				
	Dollars (\$000s)	Dollars (\$000s) Growth %YA	Units (000s)	Dollars/Store /Week	Units/Store/ Week	Dollars (\$000s)	Dollars (\$000s) Growth %YA	Units (000s)	Dollars/Store /Week	Units/Store/ Week
Always Fresh Oliv Klrnta Ptttd 670g	1,611.2	-3.0	278.1	41.5	7.2	345.7	6.8	56.4	35.5	5.8
Always Fresh Oliv Klrnta Ptttd 350g	982.8	9.3	227.4	26.9	6.2	200.6	-3.2	45.1	21.8	4.9
Coles Oliv Klrnt Ptd In Bm 350g	923.4	-11.4	278.7	23.7	7.2	217.6	-3.2	64.8	22.2	6.6
Always Fresh Cucm Brd&Butter 540g	907.0	23.3	352.6	24.6	9.6	194.4	17.5	74.4	21.0	8.0
Famland Oliv Grm Stfd 435g	861.5	9.8	440.3	22.1	11.3	203.1	14.9	104.0	20.7	10.6
Always Fresh Cucm Baby 350g	788.5	21.4	249.8	20.3	6.4	178.8	28.5	52.6	18.3	5.4
Three Threes Ghrkn Swt Spcd 540g	776.9	30.1	332.2	20.0	8.5	168.5	38.9	63.7	17.3	6.5
Sandhurst Pkl Chilli Jalapeno 270g	758.6	5.9	243.3	19.5	6.2	181.7	2.8	57.1	18.6	5.8
You'll Love Coles Capers 100g	758.2	19.2	408.6	19.5	10.5	185.6	25.2	103.6	19.0	10.6
Hoyts Oliv Klrnta Ptttd 1.7kg	750.4	-3.7	81.8	20.9	2.3	151.8	-7.4	14.9	17.1	1.7
Always Fresh Oliv Stfd 700g	748.5	-18.4	218.1	19.3	5.6	122.2	-32.9	28.0	12.7	2.9
Always Fresh Pepp Rstd Strp 340g	730.5	1.2	162.4	20.0	4.5	154.9	-5.8	32.1	17.0	3.5
Coles Sun/DTom Strips 280g	723.8	-3.3	218.7	18.6	5.6	199.6	6.2	64.3	20.4	6.6
Always Fresh Cucm Polski Ogk 680g	701.8	10.1	246.5	18.5	6.5	158.3	5.7	49.4	16.7	5.2
Sandhurst Pkl Oliv Klrnta Ptttd 450g	701.0	2.4	174.1	18.1	4.5	139.4	9.9	32.4	14.4	3.3
Aristocrat Onion Ccktl Wht 550g	695.4	40.6	259.0	17.9	6.7	145.0	48.7	53.2	14.9	5.4
Always Fresh Oliv Blk Slcd 235g	674.0	12.0	233.4	17.3	6.0	157.9	10.7	50.8	16.1	5.2
Fehlberg Onion 500g	671.2	-0.3	168.3	17.5	4.4	150.0	6.5	38.0	15.7	4.0
Coles Artchke Mmtd 280g	657.8	11.8	236.7	18.0	6.5	164.6	24.0	62.5	17.9	6.8
Spring Gully Ghrkn Swt SPC Rds 440g	657.1	5.0	225.5	17.5	6.0	139.4	-2.5	48.3	14.9	5.2

Our Values



Respect

- Say what needs to be said face-to-face not behind people's backs.
- Avoid gossip.
- Respect for positions, decisions made and authority levels

Honesty

- Give your best everyday.
- Be prepared to share how you are feeling.
- Admit mistakes when they occur

Our Values



Teamwork

- Step-up and lead when required.
- Back each other up everyday.
- Support each other by undertaking and completing your role to the best of your ability.

Communication

- First listen, then respond.
- Right up front set clear expectations
- Don't assume; check people understand what is being asked of them

The Sandhurst Factory



Sandhurst Retail Filling



Capping Line

Operations

- Production & Logistics
- Receiving
- Warehousing
- Dispatch

Sales & Marketing

- Internal
- External
- Brokerage
- Owner/Driver

Channels of Distribution



1. Foodservice
2. Retail
3. Export



Sandhurst Growth



- High Profile in Foodservice industry for quality and value for money
- Fast growth section of foodservice industry
- Product growth breakthroughs mean annual double digit growth
- Range Growth
- Deli Growth into Retail & Foodservice Demand.

The Retail Market



Target Market



- Female, 25+ AB, main grocery buyers
- Working Professional
- Busy life-styles, Time poor
- Well educated, Cultured
- Frequent restaurant diners

Retail Products

- **ANTIPASTO (oil-based)**

- Sun-dried Tomato
- Semi-dried Tomato
- Char-grilled Capsicum
- Char Grilled Asparagus
- Prima Scelta

- **LOW FAT**

- Artichokes fat free
- Semi Dried Tomatoes

- **GARNISHES**

- Capers, Caperberries
- Cucumbers

- **OLIVES**

- Barchetta™ Kalamata
- Sliced Kalamata
- Pitted Kalamata
- Whole Kalamata
- Sicilian Green
- Pitted Green
- Rainbow Olives

- **CHILLIES/PEPPERS**

- Jalapeno
- Cheese Filled



Product Strengths



- New premium packaging to suit a modern and sophisticated buyer.
- Easy to use – Saves time and money
- Italian family recipes – Tastes genuine because it is genuine!
- Aussie grown and owned – Uses Aussie and imported product.

Sandhurst Retail Presence



coles



Retailers:

- Major independents
- Super Fresh Foods
- Coles & Woolworths
- Franklins
- Aldi
- Costco

History in Coles & Woolworths

Benefits to the Retailer



- High unit costs margin per unit.
- Support to the brand and the distributor.
- We don't sell direct!
- Retailers love high growth areas, supports other high value/margin areas.

Competition



- Always Fresh
- Hoyts
- Aristocrat
- Three Threes
- Green Valley

They don't, and can never have, what Sandhurst has...

A Passionate, Italian family behind our products.

What's Happening at Sandhurst



- New take on our brand with a refreshed logo.
- New label designs.
- New warehouse capabilities.
- New innovative products.
- New exclusive agency agreements.

Summary



- Family Business
- Italian Culture
- Genuine Product
- Innovation
- Compliance Issues affecting our business models
- Competition from Cheap Imports
- Our Future plans?