



Pathway Opportunities to Sales Growth

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Straight To The Source

A passionate and progressive team of food industry leaders with a wealth of experience and authentic, far-reaching networks.

We proudly serve as strategic partners and connectors for primary and artisan producers, chefs, regions, hospitality and agricultural industries to drive business opportunities and nurture meaningful relationships.





Storytelling

Tell your story, elevate your point of difference and competitive advantage.

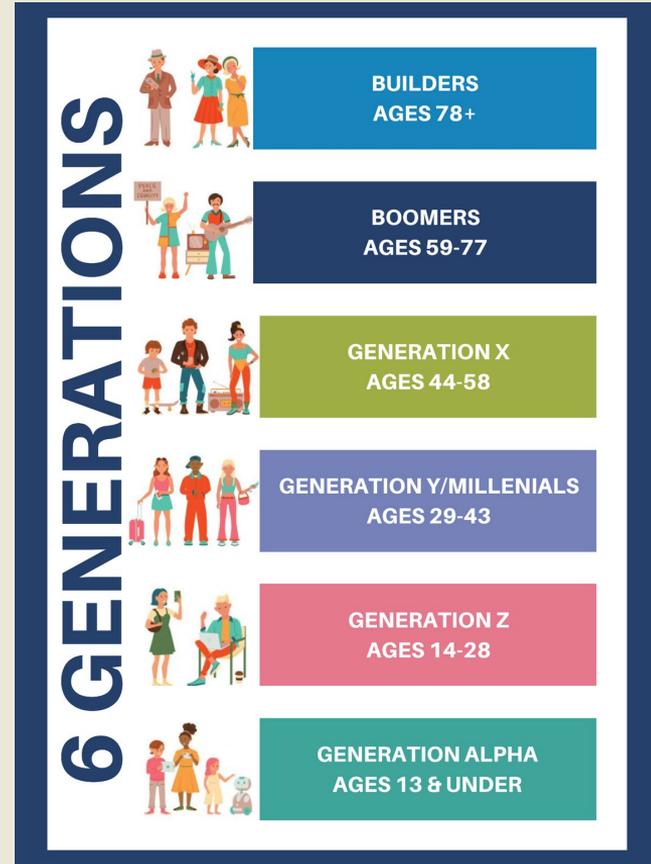

straight
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"The strength of an industry
comes from its stories and traditions,
but the future of an industry
rests in its relevance and innovation"

- Ivan Misner

Who is Your Customer?

- What's your core demographic?
- Has it changed?
- Are their needs and requirements changing?
- What aspects of Australian olives and olive oil are important to celebrate?
- What are the special aspects of YOUR olive products that will attract new customers?



Outside the Box

Single & Fat is an approachable, everyday ingredient, condiment and healthy fat that fits in with the lifestyle of modern millennials — bringing with it cheekiness and indulgence.

- Millennials eat out more and are willing to spend more on food than other generations. ¹
- By 2025, Millennials are expected to comprise 75% of the global workforce. ¹
- Gen Z surpassed Millennials in number in 2019 accounting for 32% of the population. ¹
- 77% of people “expect food and beverage companies to play a meaningful role in making sure I’m as healthy as possible” ²

¹Source: Kent State University & Hospitality Insights

²Source: Edelman Trust Barometer Report





Engage, Collaborate & Innovate



What are chefs
looking for?

- Customer Service
 - Story
 - Value Alignment
 - Education on olive varietals and blends
 - Chance to promote local and sustainable farming practices
-

- Price
- Awards and Achievements
- Australian Made
- Customisation and bespoke blends
- Links back to charity aspects - feeling good - story-driven
- Professional Development/Education
- Ease of Logistics
- Flavour
- Quality
- Plant forward menu inspiration

Source - SttS survey 2023



Engage

- Social Media platforms
- **Tell your story** - authenticity builds trust
- **Educate** - Create a sensory experience through masterclasses direct to chefs or through distributors
- Farm Tours
- Unique Selling Proposition (USP)
- Features and Benefits - amplify
- Build community - tap into like minded networks



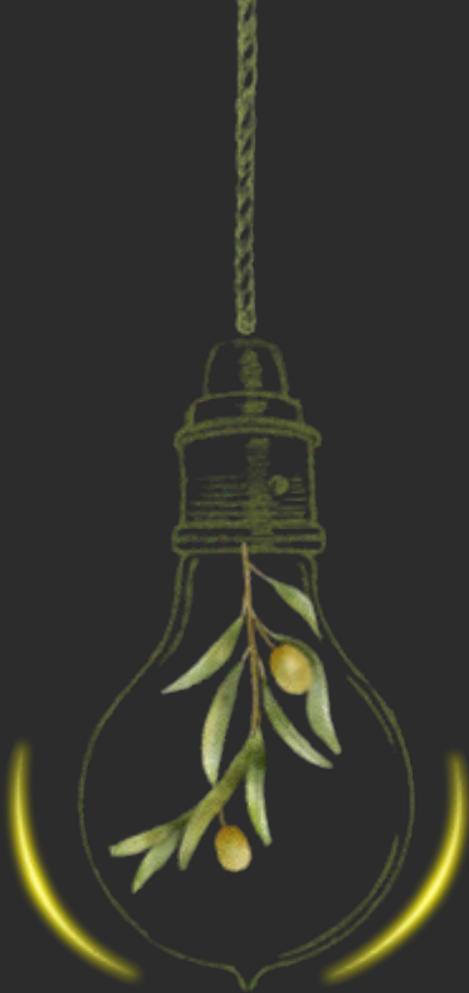
ENGAGE + COLLABORATE + INNOVATE =
A PROGRESSIVE PATHWAY

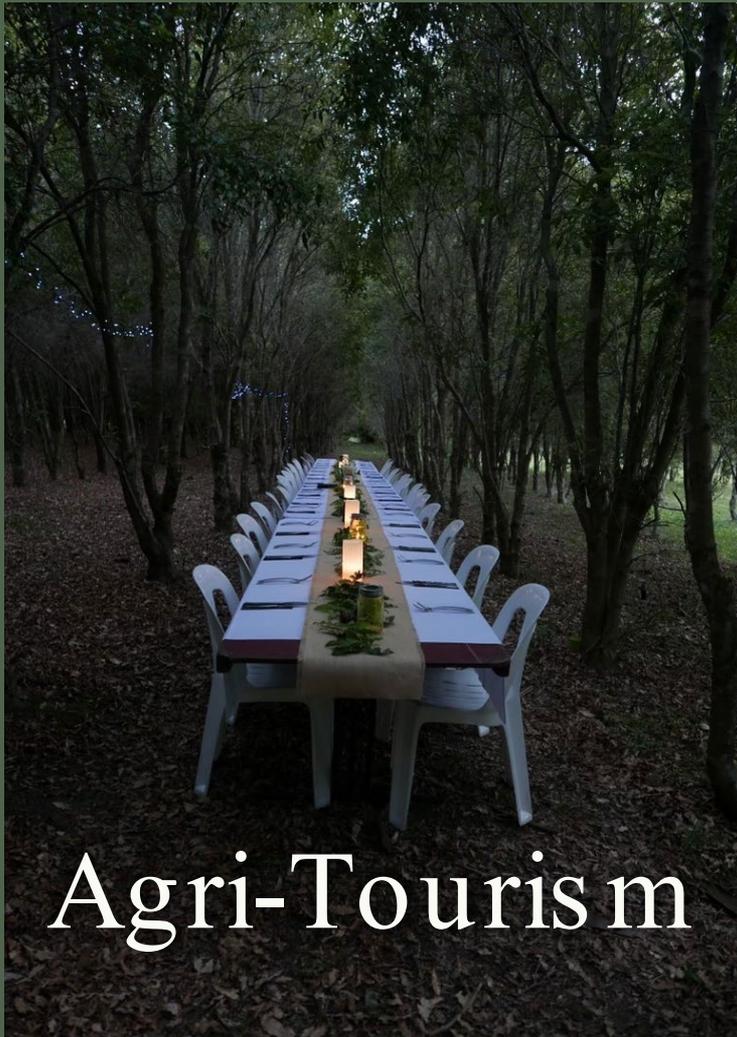
Three Dimensional Approach

- **Engage** : chef collaborations to increase use of olive oil in recipes and meal occasions
- **Collaborations** : With creative businesses (example; Messina x olive oil icecream, Tokyo Lamington x chocolate olive crumb, Koko Black x Olive Oil Chocolates, Nomad Restaturant x Olive leaf smoked chicken, SoHi Spirits and ALTO Olives).
- **Innovation** : Look at like minded industries that could benefit the olive industry- sustainable packaging, usable waste, New Product Development (NPD)

World Olive Oil Day
AUSSIE EVOO X Tokyo Lamington









Olive Japan®

INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION

2023

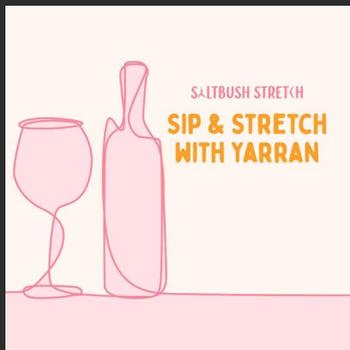


The AUSTRALIAN INTERNATIONAL Olive Awards



INTERNATIONAL OLIVE COUNCIL





SIP AND



SAVOUR



What if?

- Hotels and large venues had a sustainable olive oil bar?
- Venues buy 20L drums w/re fill options for multiple venues?
- There was a national campaign to develop an olive oil ice cream to celebrate olive growing regions?
- All Australian olive oil producers created a movement to only bottle in dark blue bottles manufactured in Australia?



RESOURCES



Resources to add to your toolkit.

Government Grants - Primary Industry

National Farmers Federation

Business Australia Grants

Food and Beverage Festival Dates

Premier Product Competitions

Foodservice Tradeshows

Retail Exhibits

Culinary Competitions





Are you on the right path for the future?

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