
Reaching a changed consumer:

Telling the right story with your menu

October 2020





TAKING CARE OF THE ENVIRONMENT





**TRUE
AUSSIE
BEEF & LAMB**

+56%

boost in dollar sales for CPG
companies promoting
sustainability efforts (pre-pandemic)



TRUE
AUSSIE
BEEF & LAMB

50%

Of consumers were more likely to make a restaurant choice based on eco-friendly practices (pre-covid)





**TRUE
AUSSIE
BEEF & LAMB**



SACRED KNO
Cwlwm Sanctaidd

P
9am - 6pm
90 min
Ddiw dyddwylid
o 7am - 6pm
90 min
No return
within 60 mins

ewe felty thing



Phillip J Watters Solicitors

www.pjwlaw.co.uk 01492 553 999

PJW Law







54%

concerned about damage to
the environment due to
COVID-19





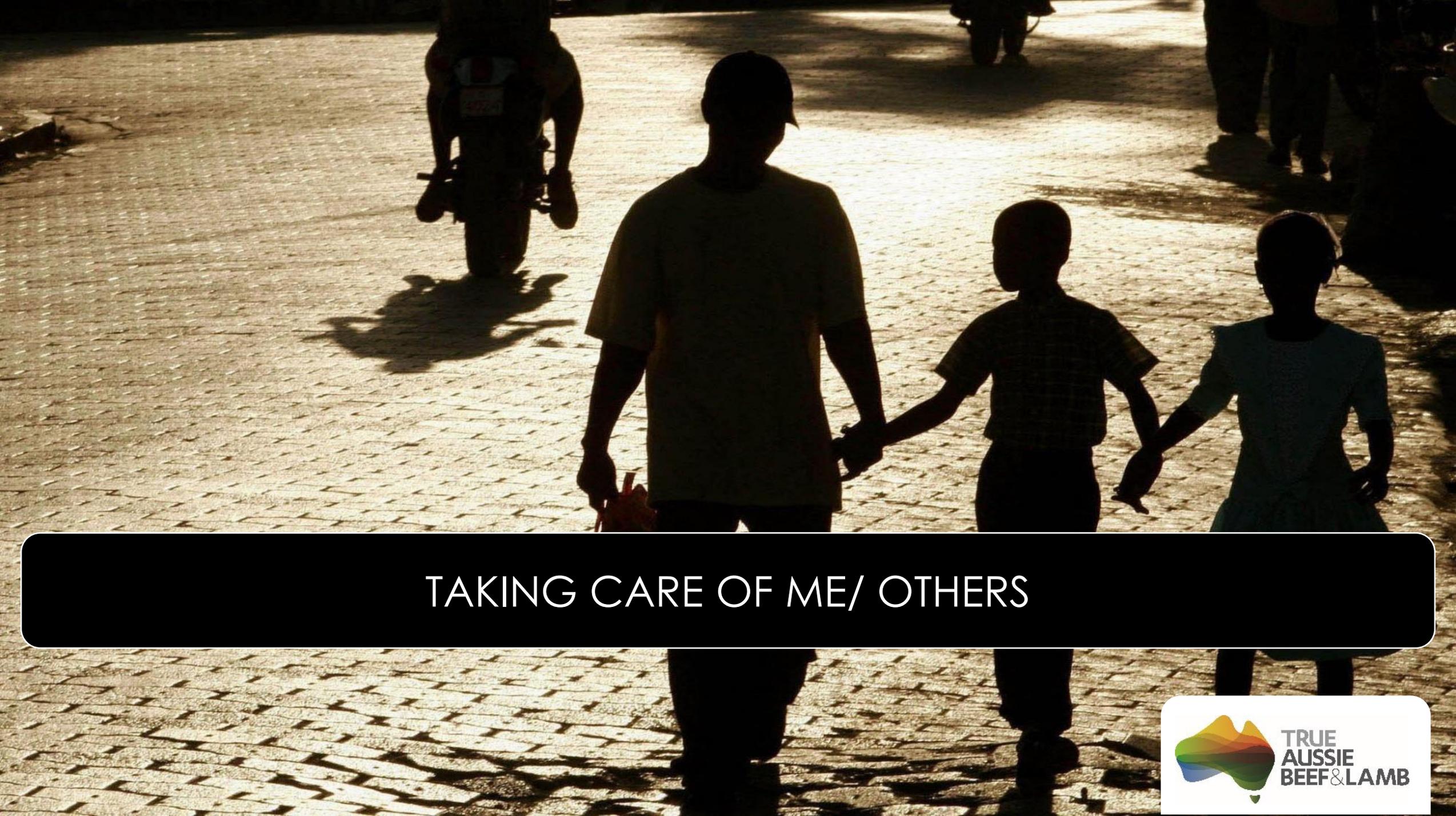
7X
growth in
RECYCLABLE
product sales

12X
growth in
ETHICAL
product sales

22X
growth in
RECYCLABLE
PACKAGING
product sales

4X
growth in
HUMANELY RAISED
product sales

+73%
GRASSFED
BEEF
sales vs yr ago



TAKING CARE OF ME/ OTHERS





**TRUE
AUSSIE
BEEF & LAMB**

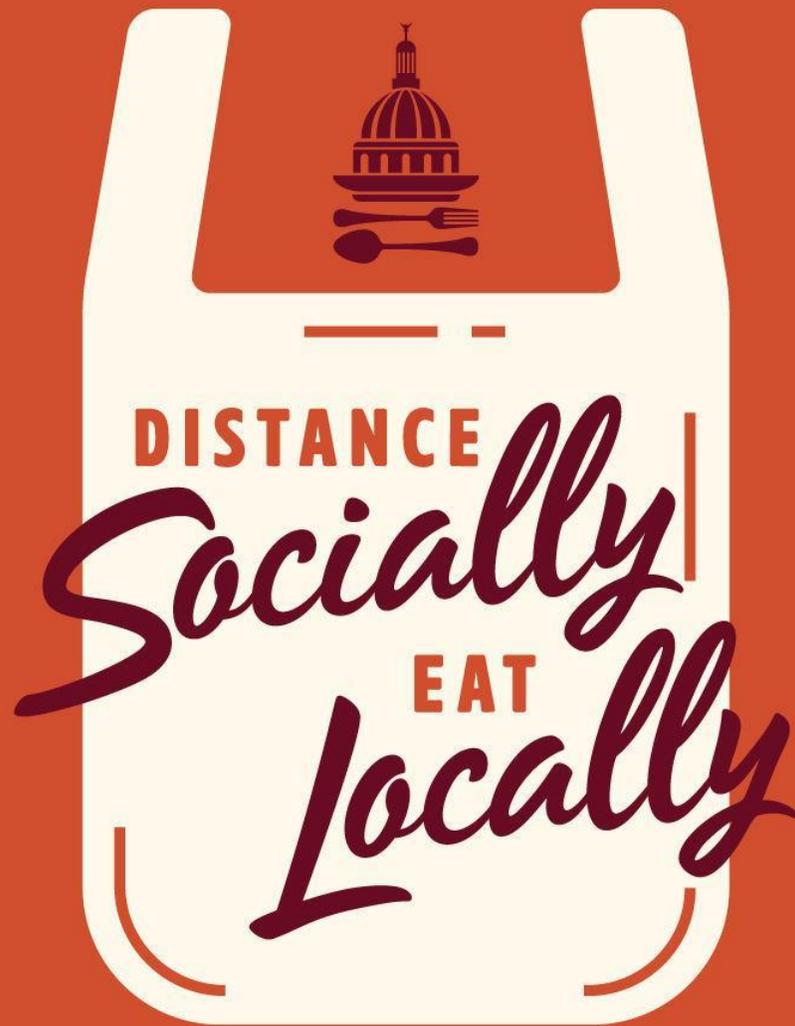




Jobguard[®] vinyl
multi-purpose gloves
Soft, flexible and durable SL, 100% Latex-Free Alternative







**SUPPORT LOCAL RESTAURANTS AND THE FOLKS WHO KEEP THEM RUNNING
ORDER TAKEOUT OR DELIVERY
AND TIP GENEROUSLY**



38%

currently boycotting at least
one company



60%

spending more time on self
care





NEW BEHAVIORS/ NEW SOLUTIONS



**OLD
HABITS**

CHANGE



1400

TAKE OUT &
DELIVERY 12-9 PM

Park ST
1400 ←

←

→
2400

PIZZA - BAR

THE
STAR

Sunday - Thursday 11:30am - 10:00 PM
Friday & Saturday 11:30am - 11:00 PM

www.TheStarPizza.com

77%
trying new shopping
behaviors – methods, brands,
venues



TRUE
AUSSIE
BEEF & LAMB



64%

focusing more on limiting
food waste and will
continue to do so

45%

making sustainable choices
and will continue to do so



MARKETING INNOVATION TO ADDRESS PAIN POINTS



Position your choices to meet consumer concerns today and into the future

Focus on innovation that solves for patron + operational pain points

Communicate your efforts proudly, consistently and widely – illustrate your concern for guest experience



How does Aussie beef + lamb fit in?



**Carbon
neutral by
2030**

Environmental commitment



Consistent year round supply



High quality lifetime traceable

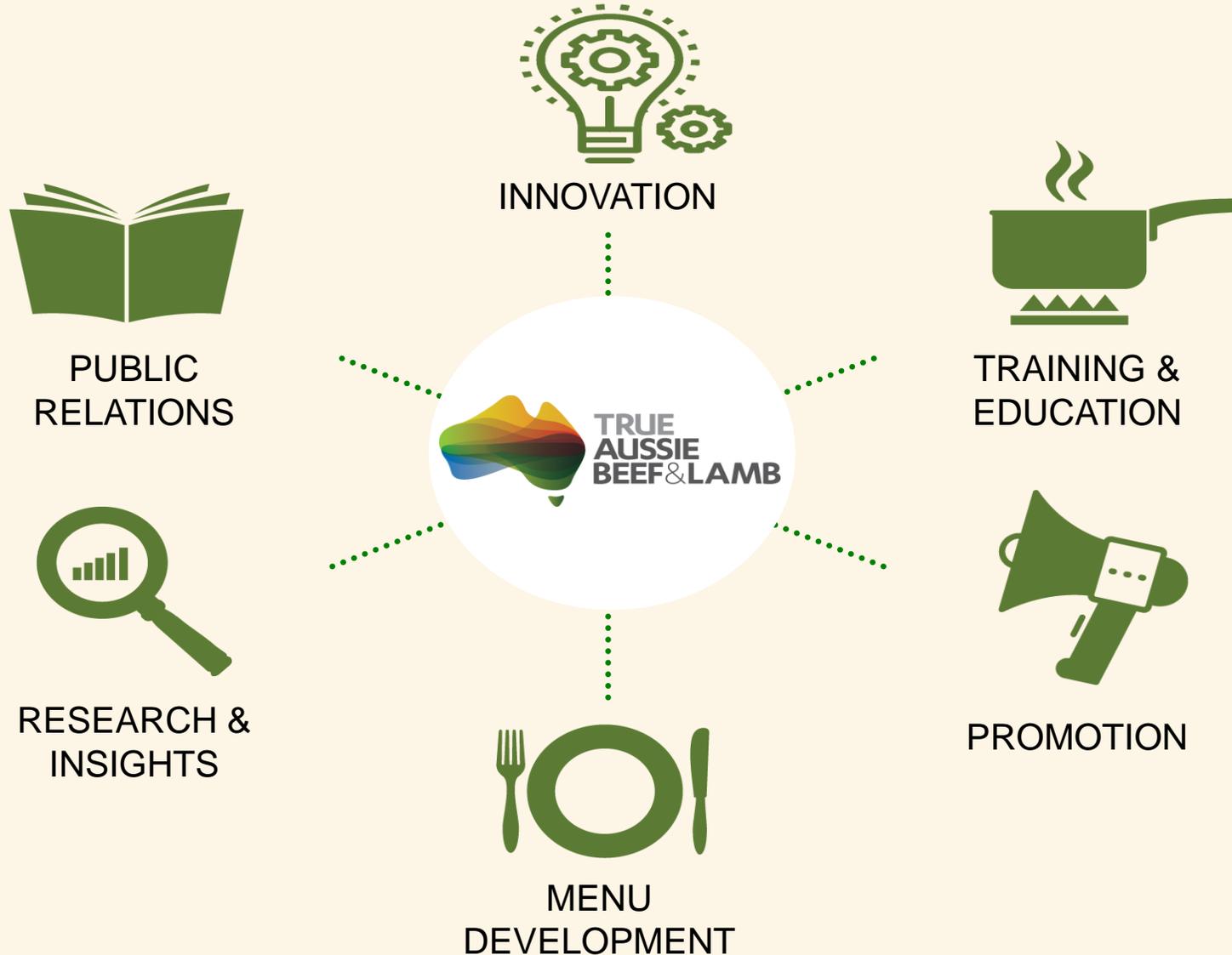
GRASSFED BEEF
Leverages health cues
Evokes a story of
sustainability + care



LAMB
Delivers on unique
+ premium dining
experiences



Work with your mates!



Stay in touch, stay informed

.....



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INSTAGRAM



TWITTER



YOUTUBE



PINTEREST



YELP

#BeAussome | #chefsloveaussiebeef | #chefsloveaussielamb



Questions? Get in touch direct...



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