

Australian Avocados Food Service Program 2009 - 2012



Australian
Avocados

Avocado Activity Planning Map



- Public Relation Activities
- Nutrition related activity
- Creative and Asset Development
- Media, Print and Online Activity
- Experiential Activity
- Influencer Programs



Background, audience and tactics

- Research shows consumers love avocados but uptake and repertoire in food service is low (mostly café-style)
- The Australian Avocados food service program launched in 2009 to educate chefs about the culinary appeal and versatility of avocados
- Due to diverse nature of food service, the industry was divided into specific sectors
- A series of 'masterclasses' were developed for each sector – events attended by chefs that showcase avocado dishes and communicate practical information about avocado usage
- 25 masterclasses to date



Australian
Avocados

Clubs

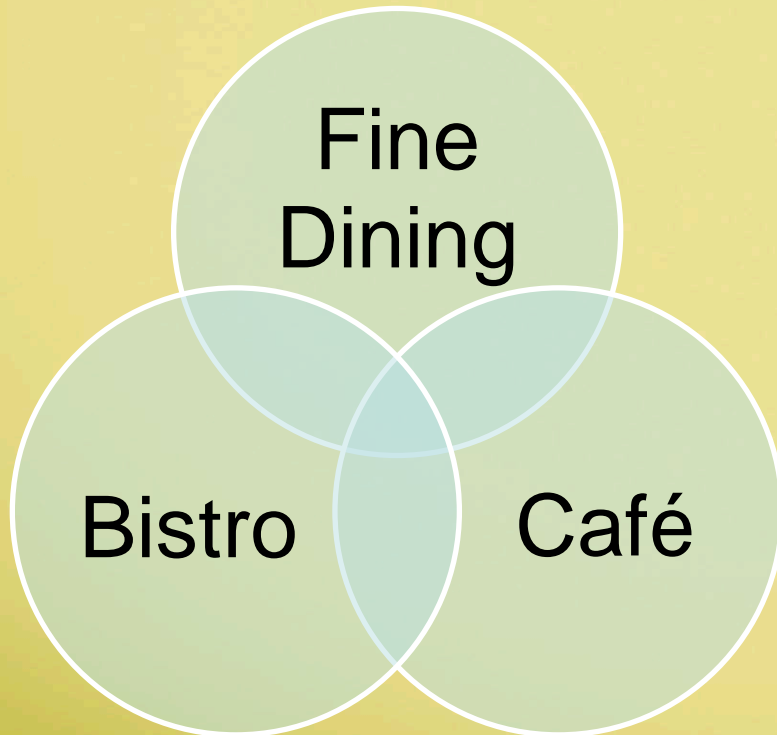
What are they?

Established for servicemen returning from war



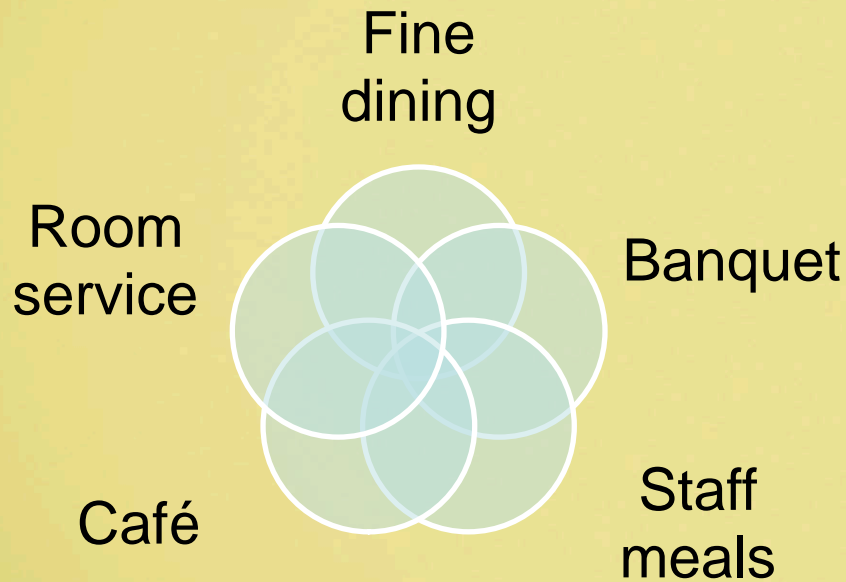
Originally 100% profit = gambling

Now on average 25-30% = food and beverage



Australian
Avocados

Luxury hotels



Cookery students

- Influencing perceptions of avocados and skills of chefs in training
- TAFE Institutions and other learning colleges
- Supported by government-approved learning material



Australian
Avocados

Commercial Caterers

Service a variety of audiences

- Schools and university canteens
- Aged care and hospitals
- Corporate catering
- Stadia

Massive volume potential

- 180, 000 customers per day
- 120,000 kilograms of fruit and vegetables each month

Aligns with secondary health and freshness messages

Cafés

- Research shows volume intake is high, but application low

Showcase new applications of avocados to café operators



More opportunities to use existing product on menu



Further drive volume sales



Australian
Avocados

Restaurants

- Top restaurant chefs = (industry menu influencers)

Annual 'touring' masterclass showcasing avocados at their best and most creative



Host chefs influence their peers and change industry perception of avocados



Increased uptake of avocados

Regional

- Tactic to expand program beyond capital cities
- Relatively dense population areas (ROI)
- Cross-section of food service sectors



Australian Avocados

Trade media exposure



Chefs sink teeth into avocados

The Avocs may have interest to the tigger pear, but the humble avocado has been to capture the imagination of chefs and wrap up space on Australian menus. However a recent string of avocado masterclasses could put paid to that.

The Fresh Avocado Masterclass program was initiated by Australian Avocados and aimed to change chefs' thinking on the humble avocado.

The vibrant program was designed to engage with chefs across each foodservice area and demonstrate the versatility of avocado.

Victor Pascale, former owner of Patisserie Gild hosted a series of masterclasses in Sydney, Melbourne and Brisbane, with chefs across others including pasta shops, restaurants and star hotels. Victims included Catherine's League Club executive chef Simon McNamee, who with Morgan McGee and Darren Rubenstein, David Pugh at Restaurant 2 in Brisbane and Matthew with associate chef Brendan McQueen and Raymond Capaldi. Other masterclasses were held at the Sydney Hilton with Gary Johnston of Sydney Terracotta, with Tamara Stone and Director Sara at Earth Legends in Brisbane.

The vibrant menu included: tuna with avocado mayo and duck skin croquette; oyster with avocado gratin and pickled beets; green tomato appetizer with smoked corn and avocado and olive, brined in...

Cafe owner

The Fair Work Commission has a protection against the oldest coffee in Cairns for allegedly using 100 staff almost \$250,000.

Sarada Investments Pty Ltd, operates the Suno Pacific coffee in Cairns and City Place, is being investigated by the FWC if workers were Japanese and Koi relations who were Australian citizens.

Documents lodged in the Fair Work Commission in Brisbane all were undisclosed their relevance in allowances for hours worked last...

WINNING GREEN ALCHEMY

With writing for the peak harvest season for Australian green avocados there was a flurry of avocado masterclasses held by Australian Avocados for chefs through the cooler months. Following the success of a series of masterclasses elsewhere, Australian Avocados brought the program back to NSW - where it first started. With a further two Fresh Avocado Masterclasses conducted for club chefs, club menus could become more interesting.

While loved by consumers, the foodservice industry has been slow to take up the preparation of these versatile and nutritious fruit. The Fresh Avocado Masterclass program initiated by Australian Avocados is destined to change that. The program demonstrates the versatility of avocado by showcasing the variety of recipes in which they can be used. From concepts to recipes, articles to trainings.

The masterclass program debuted early this year at Catherine's League Club, with international chef Victor Pascale former executive chef of Sydney's Terracotta and his restaurant in the US and club chefs across Sydney. The masterclasses took at restaurants, catering, and variety together with history and myths. There was the good stuff of the avocados - menu usage, recipes and of course, eating. Since then, the program has taken off to appeal across the country, and it's been endorsed by chefs from different industry sectors including game restaurants, hotels, clubs, commercial caterers and four and five star hotels.

When coming back to South Coast, the program continued engaging with club chefs with masterclasses conducted by Sydney's former chef, Matthew Hawera. The Sydney owner, head at City Terracotta Club, was hosted by chef, Matthew Baly who, together with presenter Victor Pascale, facilitated a seasonal showcase of avocado items and techniques.



Menu price rise on cards 1 July

The increase to the minimum wage by \$20, effective 1 July 2015, could force operators to increase their prices on menus according to peak industry body Restaurant and Catering Australia.

The national minimum wage has been increased to \$200.50 per week or \$5.96 per hour, and the increase will likely mirror the Australian Council of Trade Unions (ACTU) recommendation that the FWS Minimum Wage Panel should increase minimum wages, in both minimum awards and minimum wage orders, by \$27 a week.

Restaurant & Catering Australia submission argued that a 'soak-up' for last year, as argued by the union movement, is unwarranted as the 2008 decision reflected Australia's economic circumstances at that time - an election year.

The Australian government's significant policy response to the global financial crisis (GFC) submission states: "There is no doubt consumers will bear the real brunt of price increases on goods and services at a time when they can least afford it. Further inflationary pressures on this nature, at a time of a shrinking labour market and a time of confidence amongst employees, is the last thing the government should be sanctioning."

RCA CEO John Hart said: "You increase the cost to your business but you don't get the benefit of...



During the service, Kate had the opportunity to discuss avocado varieties, seasonality and nutritional value, along with how to select, store and handle them to get the very best out of the fruit across all styles of club catering. Mark's avocado guests with smoked New Zealand long neck salmon, fig and figs which were prepared in front of a kitchen and avocado toast with a honey, berry yogurt and papaya condole.

Australian Avocados Given the Royal treatment

Mark's avocado guests with smoked New Zealand long neck salmon, fig and figs which were prepared in front of a kitchen and avocado toast with a honey, berry yogurt and papaya condole.

Each guest received a copy of the Australian Avocado Masterclass, a comprehensive folder with all the information from the evening, plus a set of recipes, including those that have been developed by some of the industry's most celebrated chefs, such as Brendan McQueen of Fitzroy (Sydney) and Catherine's League Club. One lucky avocado also took home a copy of the set of Catering's menu book designed by PA Pascale as a show piece.

The Avocado Masterclass program leads to a list of chefs who have been involved in a variety of areas of food service across the country including game restaurants, clubs, hotels, hotels, commercial caterers and four and five star hotels. The RAC is a member club in which chefs from all walks of life, including game restaurants, hotels, clubs and four and five star hotels.

Chefs interested in attending a Fresh Avocado Masterclass, or who would like to receive information and recipes, visit the Fresh Avocado website at www.australianavocados.com.au or contact info@australianavocados.com.au

Based on behalf of Australian Avocados by Wynneville Public Relations
Newswise - 08 9371 4411 #AVOCADO

Connect June 2011 2

Masterclass

Recipe development

Trade media exposure

Host chefs Influence peers



Australian Avocados

Creative

Australian Avocados

Fresh Avocados Masterbook for Food Service

www.avocado.org.au/foodservice

Twitter: @add_an_avo and @AvocadoChef | YouTube: youtube.com/AustralianAvocados

Australian Avocados - Fresh Avocados Masterclass Evaluation Survey

We ask that you please take the time to complete a short survey to help us provide you with valuable and relevant content. We want to ensure that we are providing you with the most relevant content, please mark off the correct 'Yes' and 'No' to the questions. We thank you for your assistance.

- How often do you use avocados in your menu?
 - Yes
 - No
- How do you determine what avocado to use in your menu?
 - Taste
 - Appearance
 - Price
 - Availability
 - Availability of other products
 - Customer preference
 - Other
- How important are the following attributes to you when you select an avocado?
 - Taste
 - Appearance
 - Price
 - Availability
 - Availability of other products
 - Customer preference
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ADD AN AVO TO YOUR MENU

Know your avo

There are many different types of avocados available in the market. Australian Avocados will help you know the difference and what to look for when you buy.

How do you know when an avo is ripe?

BLACK SKIN

Black skin avocados are the most popular variety in Australia. They are known for their rich, buttery texture and are available year-round.

GREEN SKIN

Green skin avocados are a newer variety that are known for their firm texture and are available year-round.

AVOCADO CULTURE & RIPPING HEART

Avocados are a heart-healthy fruit that is rich in monounsaturated fats, fiber, and potassium. They are also a good source of vitamins C and E.

Ordering and ripening

When ordering avocados, look for avocados that are firm to the touch and have a slight give when you press them. To ripen avocados, place them in a paper bag with a banana or apple and let them sit at room temperature for a few days.

Storage and handling

Avocados should be stored at room temperature until they are ripe. Once ripe, they can be stored in the refrigerator for up to a week. To handle avocados, wash them thoroughly with water and dry them with a clean towel.

ADD AN AVO TO YOUR MENU



1. COVER

What do you need to create truly memorable meals?

2. FIRST REVEAL

You need an edge

3. SECOND REVEAL

You need an Avo

4. BACK COVER

ADD AN AVO EVERY DAY

Australian Avocados

CLEMENGER BBDO



WHITEWORKS
PUBLIC RELATIONS



Australian Avocados

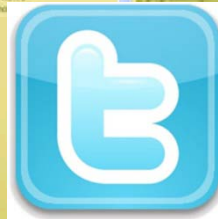
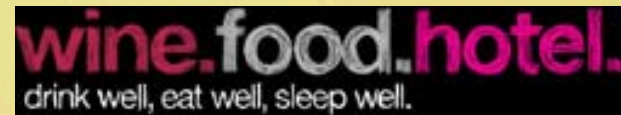
Digital and social media

The screenshot shows the Australian Avocados website. At the top, there are navigation tabs: CONSUMER, I♥FOOD!, FOOD SERVICE, EARLY LEARNING, INDUSTRY, MEDIA, and SUPPLY CHAIN DIRECTORY. The main header features the Australian Avocados logo and the slogan "ADD AN AVO EVERY DAY". Below this, there are links for Home, Recipe Ideas, Reasons to Add an Avo, Cooking and Handling, Ordering, and Australian Grown. A large image of a dining table with wine glasses is featured, with the text "Recipe Inspirations" on the left. A "Recipe Search" bar is present, and a "Welcome Food Service Professionals" section is visible, along with a "View Recipe" button.

The screenshot shows the Twitter profile for Australian Avocados (@add_an_avo). The profile bio reads: "The Fresh Avocados Masterclasses for chefs explore innovative ways of using avocados as well as presentation, ordering, storage and handling techniques." The profile has 309 tweets, 364 following, 306 followers, and 5 listed. Recent tweets include: "@darrenmfc bit.ly/pU8OyX you see this Darren?" and "@ed_lee87 bit.ly/pU8OyX You see this Ed?".

The screenshot shows the YouTube channel for Australian Avocados. The channel has a "Subscribe" button and tabs for All, Uploads, Favourites, and Playlists. A grid of video thumbnails is displayed, including titles like "Lamb Burgers with Avocado and Chilli", "Food Service Avocado Masterclass", and "5 Steps to Healthy Living".

7 chef training videos available to watch on YouTube and Australian Avocados website



Australian Avocados

Importance to avocado industry

Australian Avocados chef training program



Food service industry



Increased repertoire – Increased volume usage



Consumers



Australian
Avocados

Outcomes

YEAR 1 OF PROGRAM

Have you increased
avocado volume
usage or featured a
new avocado dish?

73% YES



YEAR 2 OF PROGRAM

Has your
avocado usage
increased?

82% YES

Have you
featured a new
avocado dish?

76% YES

Challenges

Encouraging attendance and making avocados 'trendy':

- Choosing presenters, venues and chef hosts
- Voice, method and timing of engagement with specific audiences and with food service industry overall
- Revolving door of industry
- Working closely with chefs through menu trials to best showcase product
- Gift bag incentive – signature knives



Future of the program



Australian Avocados