



TEAMING UP
WITH
TRUE AUSSIE



PUBLIC RELATIONS



RESEARCH & INSIGHTS



MENU DEVELOPMENT



PROMOTION

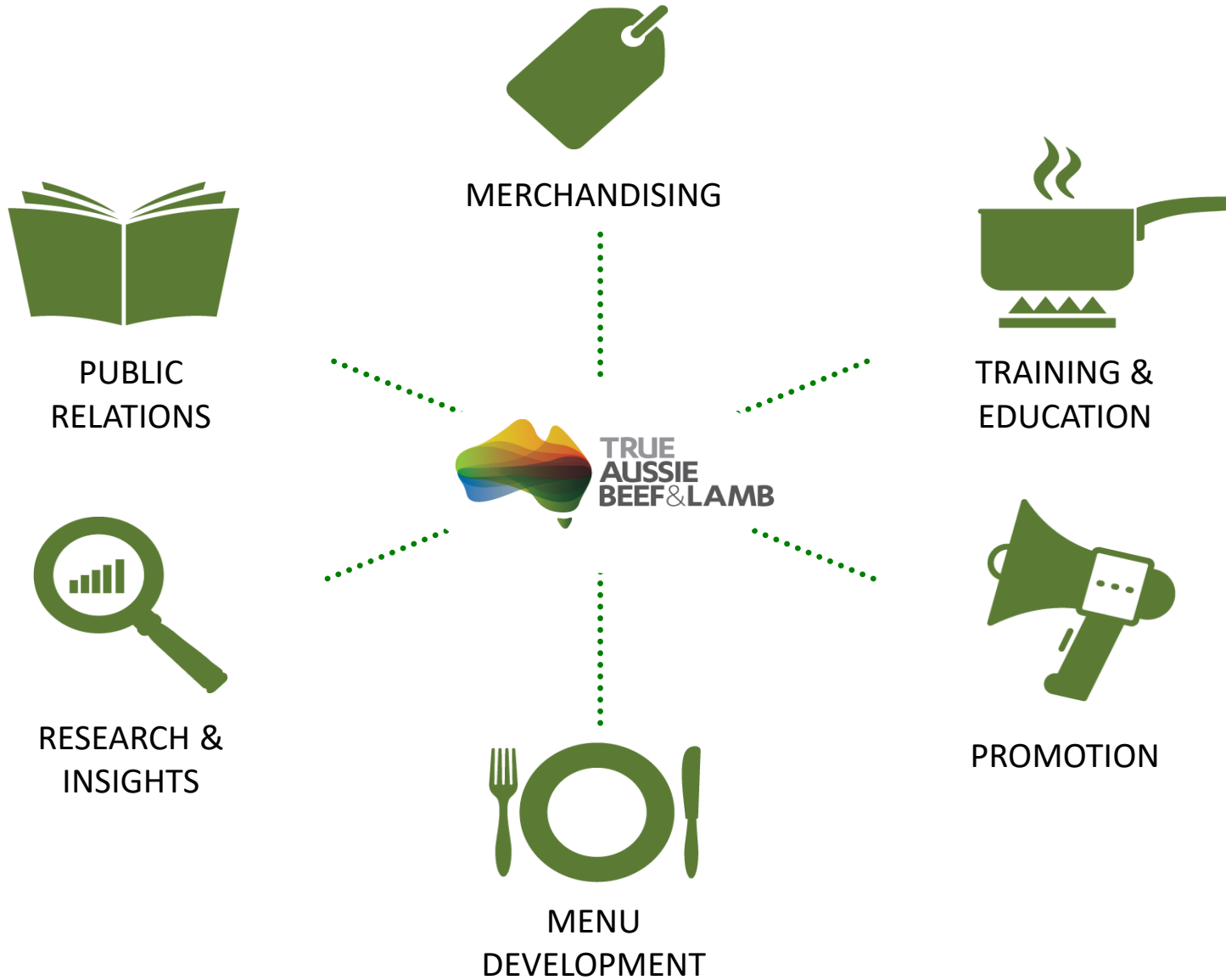


TRAINING & EDUCATION



MERCHANDISING

WHAT WE CAN DO FOR YOU

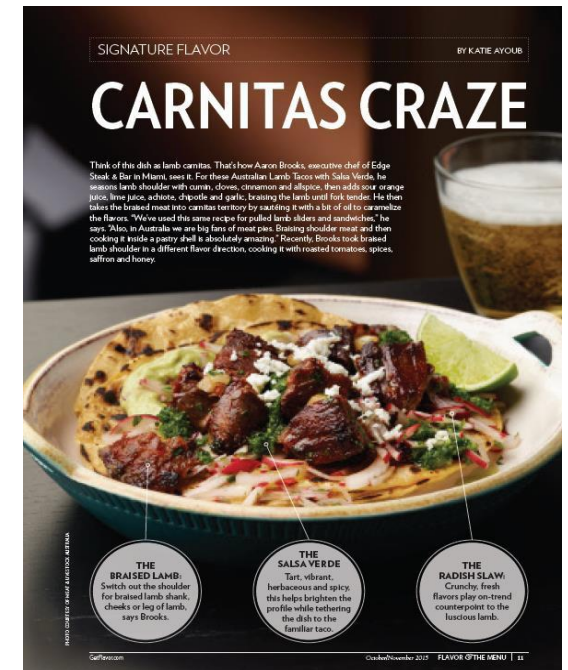




PUBLIC RELATIONS



- Actively pitch True Aussie dishes for trade coverage
- Photography
- Stakeholder interviews
- Social media support
- Custom newsletters
- An average of 2 placements/month in 2019

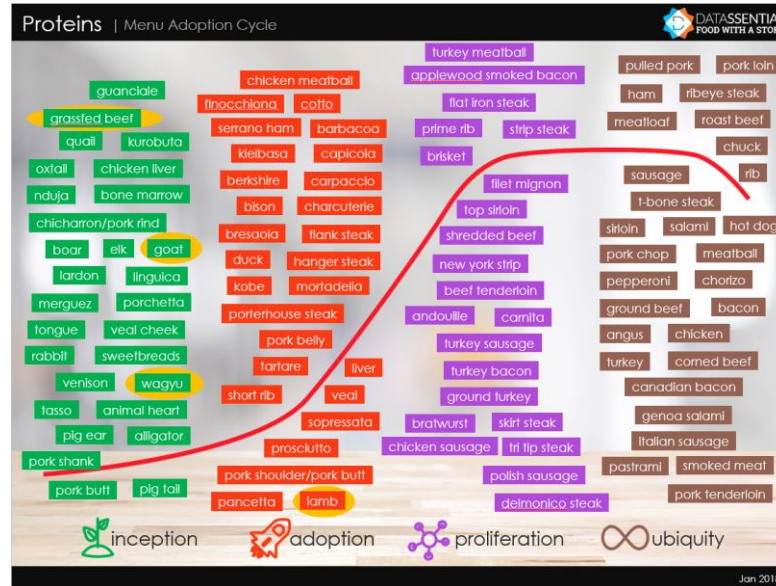




RESEARCH & INSIGHTS



- Industry data
- Menu insights
- Consumer preference
- Menu concept testing



LAMB

- o a more tender red meat which comes from lamb or sheep
- o more common at ethnic restaurants than non-ethnic restaurants
- o penetration skews to the northeast

MAC™ Stage: adoption

found on 19.6% of menus (+3% since 2013)

88% know it	51% tried it	33% love or like it
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source: DataSential SNAP™ 2018





MENU DEVELOPMENT



- Work directly with key stakeholders
- White paper concepting
- Gold Standard recipe development
- Cross partner collaboration

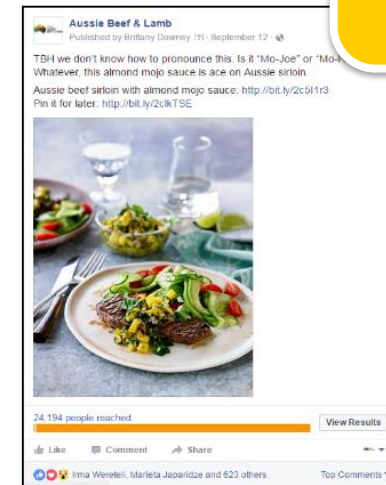
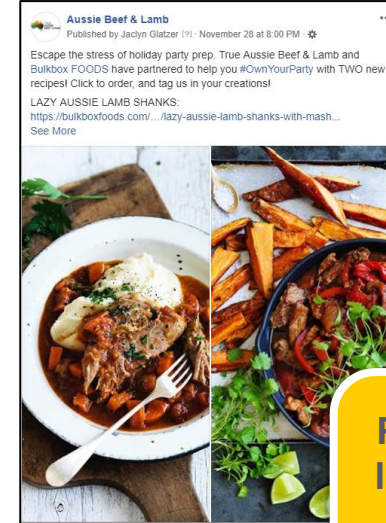




PROMOTION



- In restaurant or online
- Sweepstakes & contests
- Employee incentives
- Giveaways
- Drive engagement and awareness
- All administration and legal requirements



People are far more likely to try or buy a product because their friends do





TRAINING AND EDUCATION



- BOH/FOH
- Butchery/culinary
- Product information
- Fact sheets
- Hands on opportunities






Raise the Steaks
An Australian lamb and grassfed beef immersion event

GREAT TASTE THAT WON'T GET TO YOUR WAIST


When it comes to choosing healthy proteins, lean Australian beef and lamb is a delicious and healthy choice for beefing up your high quality protein needs.

With Australian livestock raised predominately on pasture, Australian beef and lamb products are lean and naturally contain 13 essential nutrients required for good health, including Iron, Zinc, Omega-3 and B vitamins

MORE PROTEIN WITH LESS CALORIES FROM AUSTRALIAN BEEF AND LAMB

Protein	Calories
Australian Grassfed Beef (100g)	145
Australian Lamb Leg (100g)	202
Tofu, firm (100g)	214
Greek yogurt, 2% fat (100g)	274
Whole egg, hard boiled (1 egg)	318
Lentils, cooked (1 1/2 cups)	345
Black beans, cooked (1 1/2 cups)	397
Chicken, cooked (100g)	452
Shrimp, cooked (100g)	666
Almonds, raw (1/2 cup)	696

www.australianmeat.com






MERCHANDISING



- Custom co-branded POS and merchandising elements: restaurant signage/table toppers
- LTO menu support/menu inserts
- Menu copywriting
- Design and production





Let's give it a go!

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