TEAMING UP WITH TRUE AUSSIE

PUBLIC RELATIONS  RESEARCH & INSIGHTS  MENU DEVELOPMENT  PROMOTION  TRAINING & EDUCATION  MERCHANDISING
WHAT WE CAN DO FOR YOU

PUBLIC RELATIONS

RESEARCH & INSIGHTS

MERCHANDISING

TRAINING & EDUCATION

PROMOTION

MENU DEVELOPMENT
• Actively pitch True Aussie dishes for trade coverage
• Photography
• Stakeholder interviews
• Social media support
• Custom enewsletters
• An average of 2 placements/month in 2019
- Industry data
- Menu insights
- Consumer preference
- Menu concept testing
• 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
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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