

# VALUE & VERSATILITY

Menu-ready ideas with  
lamb and grassfed beef



# What's inside

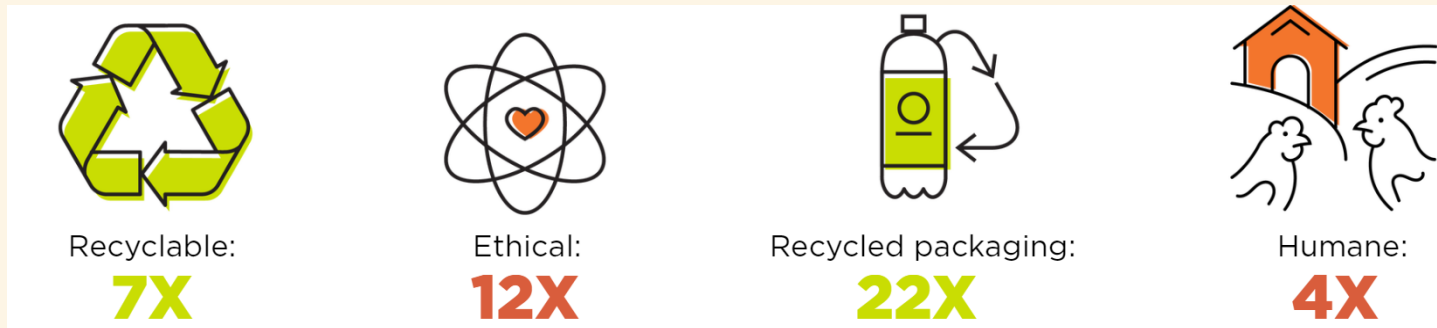
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- [Consumer insight: grassfed meats & sustainability](#)
- [Under 7s: menu ideas with food costs under \\$7](#)
- [Ready to go – ideas built for takeout/delivery](#)



# Is sustainability still relevant?

Products with sustainable messages have some of the strongest sales growth:



Source: IRI insights: navigating covid-19 and the path ahead, July 2020

*“Post-crisis, companies’ continued commitment to sustainability and creativity will be even more crucial...”*

Wharton, University of Pennsylvania, May 2020





# Grassfed meats are growing

Grassfed meat fits consumer interests in health, sustainability, transparency

78%

78% of consumers are aware of grassfed beef

56%

56% of consumers have purchased grassfed beef





# Operator sentiment

68%

Believe their grassfed  
beef program is very/  
extremely successful  
(98% successful to some degree)

## WHAT DEFINES SUCCESS?

Patron Satisfaction  
Impact on Operator Image  
Value of Sustainability Story

Menu Matters, 2020





# Operator sentiment



47%

Believe grassfed beef  
is very/ extremely  
important to their  
patrons

(94% important to some degree)

## TARGET PATRONS

Concerned with Environment  
Younger

Higher Income

Willing to Spend More for Quality



# The True Aussie Sustainability Journey

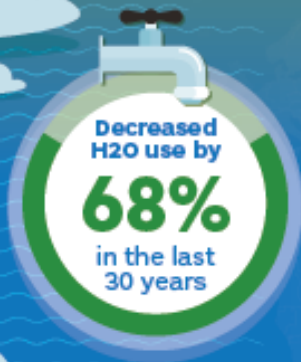


Australia's beef and lamb producers lead the world in sustainable practices. From our free-range grasslands Down Under to your plate in the USA, sustainability is built into every step along the way.

From Australia... -----> Across the sea -----> To your plate

Real impactful change on Aussie farms and in plants has resulted in positive environmental impacts.

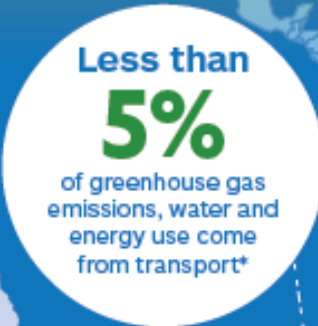
Reducing water usage



Reducing greenhouse gas emissions from cattle and sheep



Shipping is the most environmentally efficient form of transport. Better than trucks or planes.



All these steps result in a high-quality, delicious protein that's good for people and the planet.

**100%**

Aussie grassfed beef and lamb is fed and finished on pastures



A naturally lean and nutritious protein for a balanced plate



Ongoing conservation of grass and tree cover



Improving biodiversity and soil health.



Putting more carbon into the soil than out



(\*Source: Recent research published in The Journal of Cleaner Production and The Journal of Agricultural Systems)

For more on True Aussie sustainability, visit [www.trueaussiebeefandlamb.com](http://www.trueaussiebeefandlamb.com)



For a greener future Aussie beef and lamb producers have set a goal to become

**CARBON-NEUTRAL BY 2030**

...and they are already over half way there!



# Under \$7

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A common thread of affordability, dynamite presentation, bold flavor and, of course, deliciousness, all at a food cost designed to be profitable from \$1.25 to \$6.95



**AUSSIE GROUND LAMB  
AND MOJO TACO**  
Chef Claudette Zepeda



**ESPRESSO RUBBED  
AUSSIE STRIP STEAK**  
Chef Rena Frost



**AUSSIE LAMB PITA  
WITH HARISSA AIOLI**  
Chef Renee Scharoff



**AUSSIE LAMB  
KLEFTICO**  
Chef George Pagonis

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THESE & MORE](#)





# Ready to go

Menu ideas for the moment,  
with comfort-food appeal  
and built for  
takeout/delivery formats

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# Thank you

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