

## Business introduction

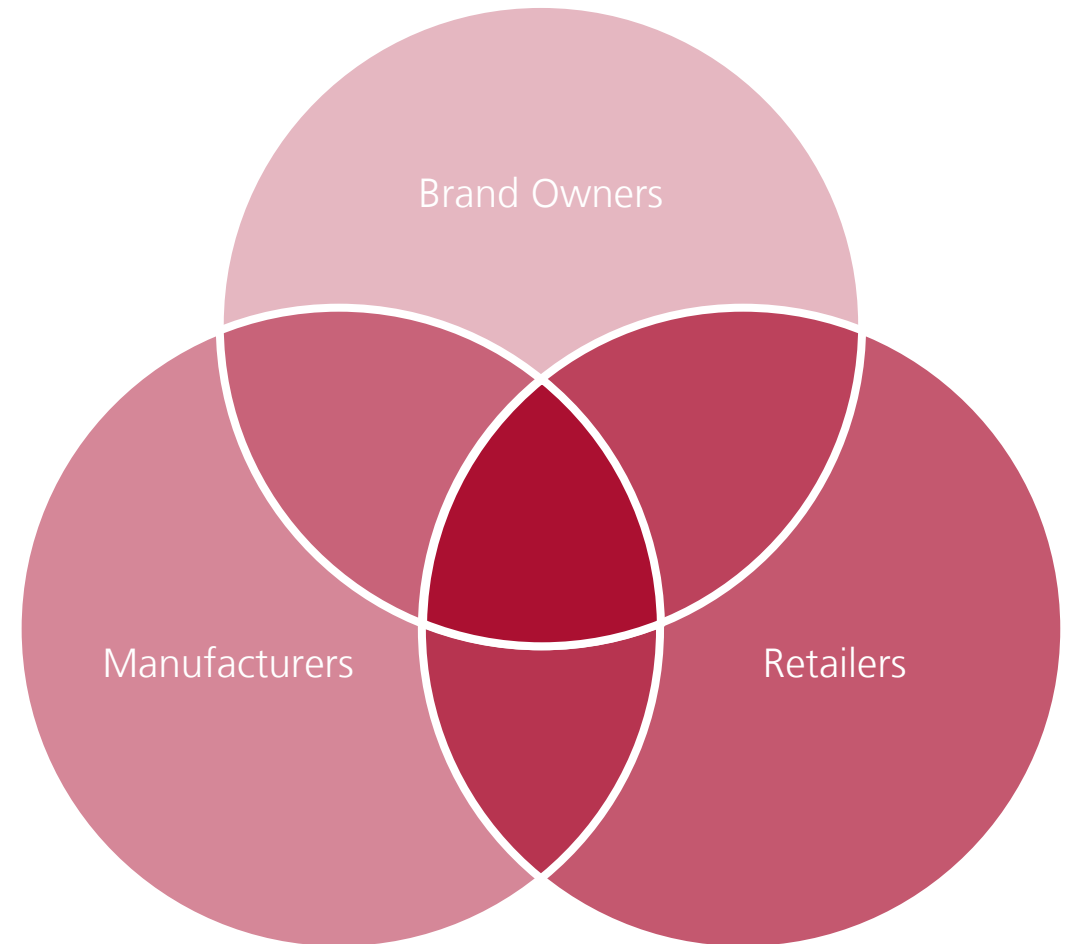


We're all about the  
**Australian supermarket**

**We help craft extraordinary brands and products into ones that speak to the hearts and minds of the Aussie customer, whilst meeting the needs of the local grocery trade to keep a product on the shelf.**

As experts in the Australian grocery space with keen eyes for what's ahead, we provide the **connecting force** for international and resident purpose driven brands and manufacturers to give them the best possible chance at local success.

That's why we like to think of ourselves as a **development and relationship hub** for FMCG brands, manufacturers and retailers.



**We've been marketing consumer goods across Australia since 1998.**

With a balanced portfolio of our own brands, brand representation and private label sourcing, we understand all aspects of the Australian grocery trade.





**Relationships**  
are at the heart  
of what we do

We're born connectors. We're engaged with everything that is going on in the supermarket and we're committed to helping amazing products shine on the shelves.

Our networks, experience and contacts are exceptional and most importantly, we build relationships for our brand owners and manufacturers. We bring retailers and manufacturers together for mutual benefit.

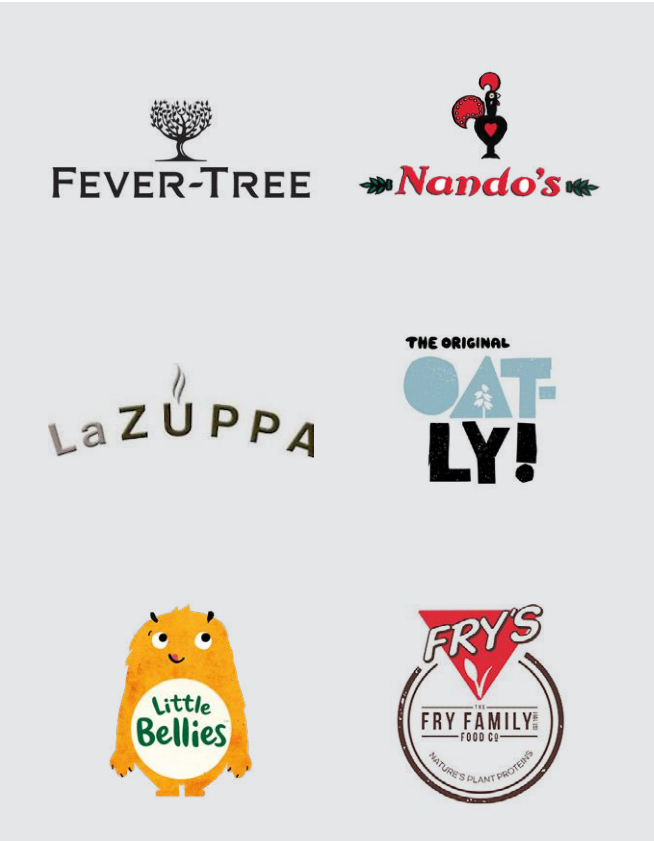
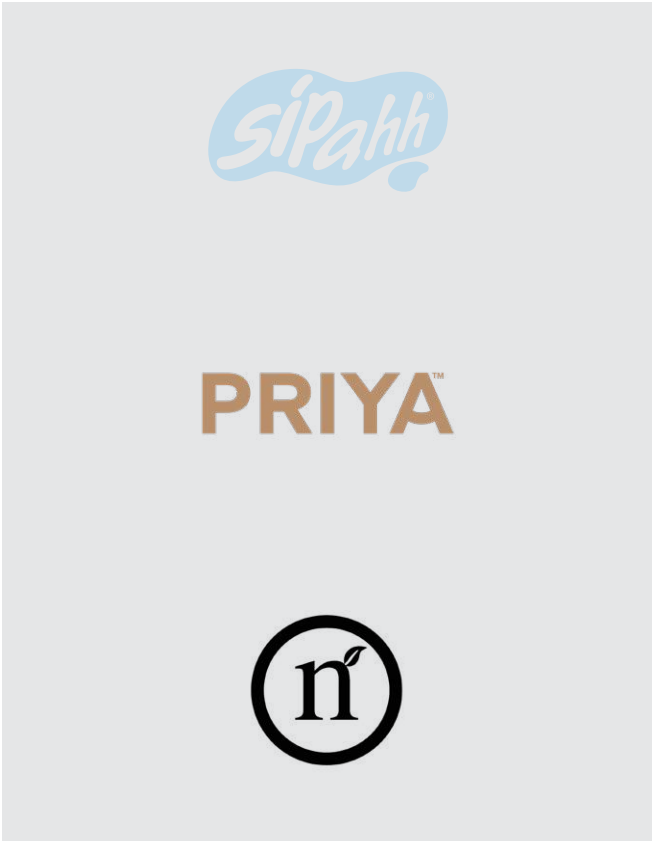


Our team is a well-balanced mix of problem solvers, nimble doers, creative thinkers and persistent closers.

We're considered a very handy extension to a brand owner's own in-house team.


# DKSH Grocery Connect operates with a lean, stable and effective team

		General Manager <b>Tim Fairbairn</b>		
Business Improvement & Insights	Account Management Team	Marketing Team	Finance Team	Supply Chain Team
Business Insights & Category Manager <b>Stuart Turnbull</b>	Sales Manager <b>Glenn Evans</b>	Marketing Manager <b>Georgie Scott</b>	Financial Controller <b>Vishal Luthra</b>	Supply Chain Manager <b>Steve Eadie</b>
Data Analyst <b>Vacant</b>	Accounts Executive <b>John Day</b>	Brand Activations Specialist <b>Recruiting Now</b>	Assistant Accountant <b>Jose Rafael</b>	Senior Supply & Demand Planner <b>Robin Debourges</b>
		Product Portfolio Specialist <b>Renata Agius</b>	Accounts Receivable <b>Boots Sison</b>	Supply & Demand Planner <b>Andy Liu</b>
		Community Manager/Consumer Relations Specialist <b>Recruiting Now</b>	Accounts Payable <b>Parushi Verma</b>	Operations Team Leader <b>Alecia Fitzpatrick</b>
		Regulatory, QA and Compliance Specialist <b>Recruiting Now</b>	Junior Accounts Payable <b>Mayuri Pendiya</b>	Customer Supply Coordinator <b>Rowena Pua</b>
				Customer Supply Coordinator <b>Melissa Talavera</b>
				Shipping and Inventory Co-ordinator <b>Ana Joson</b>

# Business Models

Brand representation	Owned brands	Private label
		 





**Australia's grocery landscape is dominated by a handful of big players, and it's too easy for brands to get lost in the noise.**

We know how to have the right conversations, with the right people, at the right time, to give brands the best chance at success.

**coles**



woolworths 





**We work closely with authentic brands  
across all categories of the supermarket.**

Each of our brand's passion, past experience and personality are deeply embedded in their product to create an utterly unique offer.

**We understand that a manufacturer and brand owner's needs are unique, and we work closely with them to create a tailored approach to achieve the results they're looking for.**

Brands	Private label representation	Shared services
<ul style="list-style-type: none"> <li>Supply chain (end to end)</li> <li>Inventory/working capital</li> <li>Sales functions</li> <li>Trade marketing activation</li> <li>Brand management</li> <li>Customer care</li> <li>Market research and NPD process</li> </ul>	<ul style="list-style-type: none"> <li>Logistics</li> <li>Market insights</li> <li>Sales function</li> <li>NPD pipeline management</li> <li>Technical services</li> <li>Customer service</li> </ul>	<ul style="list-style-type: none"> <li>Demand planning function</li> <li>Financial administration</li> <li>Sales administration</li> <li>Customer service</li> </ul>
<b>Customer benefits</b> <ul style="list-style-type: none"> <li>Unique with high loyalty</li> <li>Category margin enhancing</li> <li>Sales growth ahead of the category</li> <li>Competitive tension</li> </ul>	<b>Customer benefits</b> <ul style="list-style-type: none"> <li>Unique products</li> <li>Cost competitive</li> <li>Local contacts</li> </ul>	<b>Customer benefits</b> <ul style="list-style-type: none"> <li>Facilitates entry of new players</li> <li>Controls OH costs</li> </ul>





# We're part of a network of unique scope and depth



## Europe and the Americas

Denmark	Italy	Sweden
Finland	Latvia	Switzerland
France	Poland	USA
Germany	Portugal	
Great Britain	Spain	

## Asia Pacific

Australia	Hong Kong	Laos	Philippines	Thailand
Brunei <sup>1</sup>	India	Macau	Saipan	Vietnam
Cambodia	Indonesia	Malaysia	Singapore	
China	Japan	Myanmar	Sri Lanka	
Guam	Korea	New Zealand	Taiwan	

<sup>1</sup>Incorporated under DKSH Malaysia.

**We can also help your business  
expand into New Zealand**



# DKSH New Zealand business models

## Business model can be customised to client preference

Operating model	Field marketing	Full service model
Core services	Hourly rate	Buy/sell full agency
	Merchandising Field sales Account management Reporting Surveys Building displays Planograms and relays	Merchandising Field sales Account management Reporting Surveys Building displays Planograms and relays Purchase/sales orders Return management Warehousing and logistics Customer service Marketing Promotion management Online services



## **Complementary services.**

Our syndicated business model enables brand owners to focus on what they do best, and we look after the rest.



## Background

- PERI-PERi is at the heart and soul of Nando's, and this spice of life comes through in everything they do. From their world famous sauce, their renowned Portuguese chicken restaurants, to their cheeky ad campaigns along with their vibrant grocery range, there is no doubt that this is a brand with a big personality and an even bigger heart.
- You can't say "Nando's" without bringing a smile to someone's face. It's just a brand people love to talk about, and it's been our pleasure and privilege – not to mention a lot of fun! – to be Nando's at Home Australian partner since 2006. Nando's passion and expertise lies in marketing and managing their brand so while they focus on this, we look after everything else for them.
- Our partnership was established in 2006 with a limited range and today, we are the market leader in the Hot Chilli sauce category and have launched challenger products in new categories.

## DKSH Grocery Connect Service Provided

- Demand Planning Function
- Inventory Ownership – CIF
- Freight Forwarding
- Sales Functions (Key Accounts + In-Store Execution)

## Our Work Together

*"DKSH Grocery Connect have been Nando's At Home's route to market partner for 13 years. During this time, we have significantly extended our range into the Australian market, and our growth rates have been exceptional. Together we have increased the brand's sales five-fold, making Nando's the number one hot sauce brand in Australia. DKSH Grocery Connect have fantastic relationships with the trade and their logistics capability makes getting our products to store very easy. Most importantly, it is an absolute pleasure to work with the DKSH team. They are all extremely professional and capable and great fun to work with. They have a level of passion, commitment and dedication which is not often found, and we place our products in their hands with great confidence."*

Laurence Morris,  
CEO, Nando's Grocery, International Region

## Current Focus

- Portfolio Optimisation (In-Home Format)
- Diversification into new categories
- New Channels and Markets eg NZ





# FOR ALL PERI-PERI FANATICS!









## **Brand repositioning from 'product' to 'philosophy'.**

We have developed a strategic and comprehensive brand positioning process designed to help brands leverage their brand equities and in turn develop strong brand loyalty.



## Background

- Partnership established in 2014 with three niche brands in their portfolio and a turnover of \$2m across these three brands.
- Today, we have rationalised their brand portfolio and now focus solely on the one baby, toddler and kids brand with a turnover of \$14m.

## DKSH Grocery Connect Service Provided

- Demand Planning Function
- Inventory Ownership – CIF
- Freight Forwarding
- Sales Functions (Key Accounts + In-Store Execution)
- Marketing Strategy and Brand Management

## Our Work Together

- By shifting the brand from 'product' to a 'philosophy' born out of their product truth of 'Do What's Natural!', we enabled the brand to develop an emotional connection with our consumers resulting in a measurable increase in brand loyalty and relevance which in turn has resulted in a significant sales step change for the brand.
- We worked collaboratively with the retailers and have since launched 12+ more SKU's into the Australian market within 12 months of the rebrand.
- Little Bellies is now the fastest growing baby and toddler brand in Australia and new export channels are opening up for the brand owner across Europe, North America and Asia.

## Current Focus

- To become Australia's No 1 Baby, Toddler and Kids Brand.
  - Loyalty: Increase penetration in current category.
  - Scale: NPd in current and new categories.
  - Relevance: Continual improvement of current and future range to ensure our offer is meeting the needs to our target shopper (The Millennials).



# DO WHAT'S NATURAL!



Before



After

Before



After

Before



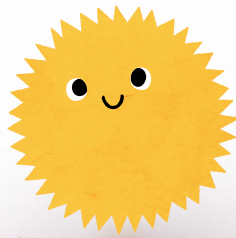
After





# DO WHAT'S NATURAL!

Supporting families at every step  
with deliciously natural organic  
foods for babies and toddlers



Baby Bellies and Little Bellies offer age-appropriate snacks from simple, organic ingredients. Every product is designed to support natural child progression, from palate development to motor skills, so you can naturally nurture happy little people.

**OUR HAPPY BELLY PLEDGE**  
No added sugar or salt  
Nothing artificial  
Organic baby grade

[www.bellies.com.au](http://www.bellies.com.au)

## No Nonsense snacks for no worries kids!



Made with more of the good things.  
We base our snacks on wholegrains, fruits  
and vegetables, or other preferred  
ingredients, and limit added sugar and salt.  
[www.bellies.com.au](http://www.bellies.com.au)











## **Launching a category disrupter.**

We work with brands with such a strong core purpose that they drive exceptional loyalty.



## Background

- Plant Milks are now very 'on trend' but Oatly were the first company to ever make oat milk (some 35 years ago).
- As a strong values driven company that want to inspire change, Oatly know that it's 'cooler' to help people change their lives and do something for the planet than it is to focus on profit margins. They don't consider themselves a brand – they are a 'voice' that helps people eat healthier without recklessly taxing the planet's resources.
- Their product has always been exceptional but because their focus is not about selling a lot of products, they 'sell a lot of products' and have an extremely loyal following. So loyal that Oatly can't keep up with global demand and their consumers still support them!
- Based on overwhelming success in other markets, Oatly knew they could recruit a super passionate following of future forward-thinking consumers for the Australian market by executing a precise strategy, and after comprehensive due diligence, DKSH Grocery Connect was selected as the right partner to help them do so in Australia.

## DKSH Grocery Connect Service Provided

- Demand Planning Function
- Inventory Ownership – CIF
- Freight Forwarding
- Sales Functions (Key Accounts + In-Store Execution)
- Local Execution of Global Marketing Strategy

## Our Work Together

- We first launched into Australia with a very focused top tier café strategy to set brand and product credibility amongst influential Baristas and coffee connoisseurs, before then launching into targeted retail stores.
- We focused on hand-picked areas - these are areas we believe are part of the shaping of culture IN THAT City – to increase awareness for our oat milk.
- We supported this with a mix of targeted social media, outdoor advertising, and point of sale for retailers and cafes – all designed to spark debate around why consumers should be consuming oat milk.
- This focused roll out has been critical for brand success.
- Brand loyalty is already sitting at a retail measure of 9/10 and each week we set a new sales record.

## Current Focus

- Increase distribution points in cafes and grocery
- Continue to execute brand awareness campaigns
- Launch new products in other categories





wow no  
cow!

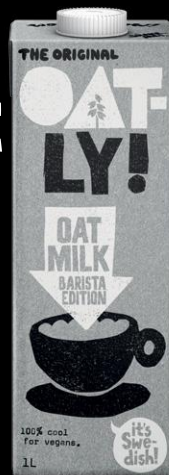




**YOU'RE AN  
AMAZING  
COFFEE SHOP  
CHOOSE!  
THIS  
PLACE  
HAS  
OATLY!**



**THIS IS YOUR  
LUCKY DAY.  
YOUR NEXT OAT  
LATTE AT  
ROLLERS  
BAKEHOUSE  
IS ON US.  
JUST SAY  
AN OATLY  
POSTER  
SENT YOU.**



**HERE'S  
WHAT WE  
BELIEVE:**

Most companies think having a strong opinion means scolding away customers who think differently. We think it's a good way to make some new friends. For the record, we believe we should eat growing stuff to feed animals and then eat them. Everybody — regardless of spiritual beliefs, birth country, race, gender, sexual orientation or color of their nail polish — is of equal worth.



The reckless pursuit of profits without any consideration for the well-being of the planet and the humans that live here should be considered a crime. Companies have as much responsibility as politicians for building a society that the rest of the world can admire. Bigfoot the legendary Sasquatch is real okay, that's just on is the personal belief of the writer of this. Apologies, this is not a place for personal reflection.

**We made  
this product  
specifically  
for vegans  
and non-vegans  
and for normally-  
not-vegan-but-  
sometimes-flexi-  
veggie-person-  
tarians.**



If you happen to be any of the above then our non-existent target group analysis report says that you just might be the right person for this product. Congratulations to you and this product for finally finding each other. Perhaps it was always meant to be.







## **Refocusing the Australian retail strategy.**

Our expertise, network and structure helps to give brands the best chance at retail success.



## Background

- On the strength of an exceptional product, a amazing global success story and a brilliant brand promise – “if three quarters of your drink is the mixer, make sure you use the best” – Fever-Tree had won listings in leading restaurants, bars and liquor stores in Australia but its local brand presence was being let down by limited retail listings and visibility.
- Fever Tree came to DKSH Grocery Connect through our network, this time a retailer referral, as they were seeking an expert retail distribution partner to work with them to increase their retail presence.
- We are thrilled to add a brand of this calibre and growth into our product portfolio, as a shining example of the kind of brands DKSH Grocery Connect tends to work with – true category innovators.

## DKSH Grocery Connect Service Provided

- Demand Planning Function
- Inventory Ownership – CIF
- Freight Forwarding
- Sales Functions (Key Accounts + In-Store Execution)
- Trade Marketing

## Our Work Together

- One of the newest partners to DKSH Grocery Connect, our biggest achievement together has been the smooth transition into managing their retail logistics and retailer account management. We have had to manage communication with the manufacturers, retailers, freight companies and warehouses in order to ensure there was no hiccup in the supply chain during the transition – something that was extremely important to get right!
- In the short while that Fever Tree has been part of our portfolio, we have already increased distribution points and launched new SKU's and with plans in place for a focused and comprehensive trade activation plan, we believe we've now set the platform for significant supermarket category growth for the brand.

## Current Focus

- Increase distribution points
- Improve visibility in store
- Launch products outside of 'tonic water'



IF  $\frac{3}{4}$  OF YOUR DRINK IS THE MIXER, MIX WITH THE BEST











## **Premiumising a commodity category.**

Focusing on functional and aesthetic pack design and format to appeal to the changing supermarket shopper.



## Background

- As one of the first salt and pepper grinders available in the supermarket, Natural was a category leader. But over time, more and more brands copied our simple single use plastic packaging and the category was then dictated by price rather than function.
- Everyone uses salt and pepper. There must be a set of grinders in every household, restaurant and café! But how could we rise to the challenge of making sure busy shoppers who don't tend to give the old commodity S&P much thought, choose ours? Given salt and pepper are commodity items, we saw the opportunity to do things differently in how it was presented to the shopper. We wanted to provide a superior product to the shopper without adjusting the price point. As a result, we could offer better value overall.
- First, we incorporated a ceramic grinding element, allowing for multiple refills of our grinders and this helped to left the value to the shopper. However the element was not on display or known to the customer until after the point of purchase.
- We then decided to engage an expert industrial design team with the brief to design a department store style grinder head, but at an affordable everyday price point. We wanted to make it clear to shoppers that they could reduce waste by reusing their grinder heads, and the key to this was making it obvious that under the lid of our bottles was an exceptional grinder head.

## Our Work

- The project started with a classic exercise in object design; exploring several forms and their impact on product-user interaction. Taking inspiration from the pattern on the ceramic grinding elements, the design features a large spiral pattern on the lid and spindle, highlighting the movement pattern required for grinding the content.
- We fine-tuned the ceramic element to obtain the “perfect grind” for salt as well as pepper to allow the same mechanism to be used for both packs. Through rigorous testing and prototyping, the form and the geometry of the ridges were; even wet hands from cooking could use the grinders without slipping. Optimised to provide a superior user experience.
- The same design principles and a user centric approach was applied to the refill pack. Legacy brand refill packs relied on end-users to spoon out portions or create make-shift funnels when refilling grinders, leading to frustration anytime a bottle needed to be re-filled. The new packs feature a “precision-pour” spout that aligns with the opening on the grinder bottles to provide a mess-free experience during the refill process.
- We then stripped back the packaging with minimal text and no logos – a highly unusual approach in FMCG packaging, where loud, large logos seem to be the norm! Instead, we introduced a bold S and a brazen P.
- This approach provides great visual appeal with bold blocking when stacked together on the shelf in the supermarket.
- Simple ... Effective ... Eye catching!





# NATURAL 'CLEVERGRIND' GRINDER HEADS







DKSH Grocery Connect's  
**continued focus**



Provide a cost effective service to our valued suppliers



Continue to 'incubate/nurture' new entrants



Invest time and resources renovating brands and products that have a clear point of difference



Explore new categories, channels and opportunities for our current partners



# Contact us

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