

# NUTS IN BAKERY PRODUCT MANUFACTURING



PRIESTLEY'S  
*Gourmet Delights*®



[www.priestleys-gourmet.com.au](http://www.priestleys-gourmet.com.au)

## Priestley's Gourmet Holdings

- Operating since 1990
- Priestley's are a Family & Australian owned business
- Dedicated to the manufacture of a large range of gourmet desserts.
- Our range includes cheesecakes, gateaux, individual desserts, tarts, slices and other wickedly indulgent dessert products.

## Priestley's Gourmet Holdings

- There are 2 manufacturing sites;
- Brisbane and Tauranga, New Zealand.
- 214 employees spread over the 2 sites, states and territories.
- Priestley's manufacture 96 SKU's underneath the Priestley's name for food service.
- 34 branded SKU's for corporate accounts.
- 13 SKU's for export to Hong Kong and Russia.

## Priestley's Gourmet Holdings

- Our major customers are synonymous within the café, restaurant, catering and food service markets both nationally and internationally.
- This is why we assure you that you have certainly experienced our decadent product range even if you have not yet heard of us!

## Just some of our key customers include:

The logo for McCafé, featuring the word "McCafé" in a brown, cursive script font with a registered trademark symbol.The logo for THE COFFEE CLUB, with "THE" in a small font above "COFFEE" in a large, bold, black sans-serif font, and "CLUB" in a smaller font below it, all underlined.The logo for HOGS BREATH CAFE, with "HOGS BREATH" in a blue, stylized font above "CAFE" in a similar font, with a blue ribbon-like underline.

CALTEX



## Food Service Market

- Competition is fierce in the dessert food service market category.
- The category is approx valued at \$300 million annually to the food service market.
- There are well in excessive of 100 businesses that are seriously striving for a piece of pie.
- To survive a business needs to be innovative, qualitative and executive a high level of customer service.

## Baking, Pastry and Nuts

- Nuts provide a great platform for products
    - Meals can provide a suitable base structure for cakes
    - Also meals are a great bulking agent
    - Prolong ambient shelf life
  - Provide a major flavour profile
    - Synonymous with traditional desserts and pastry products
    - Enhance and diversify with roasted nuts
    - Nuts for regional flavours
- 

## Baking, Pastry and Nuts

- Perfect garnish
    - Chocolate coated
    - Roasted, peeled
    - Candied
  - Great ingredient to value add with
    - Higher value / luxury / gourmet
- 

## A Day in the Lifecycle

- Lifecycle of products
  - Nuts are great way to extend the brand / category
  - Diversify with different nut products *i.e. meal, kibble*
- Strategies to carry the category
  - Critical mass
  - Use a 'dog' to carry and support a 'gem'

## NUTS! Friends or Foe

- Trend is a move against nuts in desserts
  - Australia tends to follow the USA in dessert trends
  - We need to buck the trend
- Manufactures need information support
  - Industry backed market to highlight benefits
- Consumers need education
  - Who is a 'Naughty Nut' and who is a 'Nice Nut'

## Innovate and Charge

- Needs to European centric in product design
  - Europe is by far the category leader
  - Nuts are perceived as a health food
- Asia is an emerging market
  - Sensitive pallets that can be influenced
  - Nuts are cultural and carry many health benefits

## Innovate and Charge

- Gluten Free
  - Growing market
  - Nuts are the perfect gluten substitute
- Help us to help you

# QUESTIONS?

