



IS YOUR BUSINESS READY TO PARTICIPATE IN AN EXCITING EXPORT RETAIL INITIATIVE IN INDIA?

Your business is invited to submit an expression of interest to be part of an exciting initiative for Australian food manufacturers, and to present suitable products to buyers from selected Indian retail companies (in Melbourne or Bendigo during late August).

Bemco (with possible support from DIIRD TBA) is offering food manufacturers the opportunity to test the Indian market through a new *Taste Australia*® initiative in three Indian retail supermarket chains and a logistics company

- SPAR
- Hypercity
- Nature's Basket
- Epicure Foods.

Why *Taste Australia*® in India?

The Indian retail sector is already worth about AUD\$170 billion of which almost 99% is undeveloped (through open markets, and disjointed corner stores called Kiranas). However, the number of new stores being established by retail supermarket chains in India is astonishing. The partnership between a selected few of these chains and *Taste Australia*® is an ideal mechanism for Australian food companies to enter India's burgeoning retail sector.

Building on the success of the partnership with SPAR, Bemco is pleased to now invite Victorian food manufacturers to expand the Australian range in India through *Taste Australia*® in these companies.

Food Categories of Interest

The food categories of interest for the *Taste Australia*® India Initiative include

- Dairy, Seafood, Snacks, Bakery and biscuits, Confectionery, Juices Other beverages, Other processed food items.

Why Participate?

- You will have an opportunity to present your products to senior buyers from SPAR, Hypercity, Nature's Basket and Epicure Foods in Australia during August
- A minimum of 200 stock-keeping-units (sku's) will be selected from Australian suppliers. If selected
 - Your products will be ranged for a promotional period in dedicated Gondola Ends at a Hypercity store in Mumbai.
 - Your products will be ranged on the stores' shelves within their normal category (in Hypercity and those other two retailers' stores, if selected).
 - The program will support your products through attractive *Taste Australia*® point of sale materials, print advertising and media releases.
 - You will not incur normal export market entry costs such as listing fees and market development costs.
 - You will receive feedback on your products through sales scan data and retailer comments.

Your Commitment

In order to include your company in the selection process for the *Taste Australia*® India Initiative we need you

- to send a proposed list (and details) of products that you think may be suitable
- to agree to present products in Australia, to the visiting senior buyers from the 4 Indian companies, during mid-August
- to agree to exclusivity for a period of at least 6 months (ie to not sell product through any other retail outlets in India while the initial *Taste Australia*® India Initiative is in progress)
- to agree to support the one month promotional program for your products (with product for sampling, demonstrations and tastings).
- to agree to contribute \$500.00 to assist in meeting the overall costs of the program. (Only applicable if your products are selected).

Your proposal/expression of interest can initiated by emailing or calling Bemco Australia Pty Ltd on

Email: hpilakis@bemco.com.au

Telephone: 03 9336 7188.

Please **contact Bemco before August 8th 2008** if you are interested.

If you would like to discuss any aspect of the *Taste Australia*® India Initiative, contact Helen Pilakis at Bemco on 03 9336 7188.