



October 1st 2009

CHAMPIONS FARE/PROVINCIAL FOOD RETAIL INITIATIVE:

IS YOUR BUSINESS READY TO PARTICIPATE IN THIS OUTSTANDING OPPORTUNITY IN 2009-10?

Your business is invited to submit an expression of interest to be part of an exciting initiative for small to medium regional Victorian manufacturers in 2009-10.

What *Champions Fare* Offers

- ✓ Your product range stocked in 8 IGA supermarkets (in Regional Victoria and Suburban Melbourne) for at least 6 months.
- ✓ Participation in a *Getting Ready for Retail Workshop* (to be fully prepared to move into retail sales)
- ✓ Access to in-store tasting and promotions programs
- ✓ Potential permanent listing with Champions IGA's and listing in over 350 Victorian IGA stores through Metcash's "IGA Direct" system.

Champions Fare/Provincial Food Retail Initiative was developed last year, with the support of the Victorian Government through Regional Development Victoria (RDV), as part of the Promoting to the Domestic Consumer program. Street Ryan and Associates Pty Ltd is again helping to manage this initiative, in collaboration with Champions IGA, Victorian regional food industry clusters (in Geelong, Bendigo and Ballarat), and the City of Greater Geelong, in 2009-10.

Champions Fare/Provincial Food Retail Initiative provides selected small to medium businesses with premium retail space and exposure in a major regional IGA supermarket chain.

This year, we are offering a limited number of regional Victorian food manufacturers/producers the opportunity to test their readiness for the retail supermarket industry by selling products at eight Champions IGA supermarkets, in

- Regional Victorian centres
 - o Geelong
 - Grovedale East
 - Geelong West
 - o Bendigo
 - Long Gully
 - Kangaroo Flat
- o Heathcote
- o Bacchus Marsh
 - Darley
- Suburban Melbourne
 - o Caroline Springs
 - o Gladstone Park.

These stores cover a very wide range of socio-economic customer groups.

Each selected business will have products featured on the shelves for 6 months (including periods when specific *Champions Fare* promotions will be conducted) Products that are successful during the trial period will have the potential to be listed in all 12 Champions IGA stores (which includes the 8 participating stores plus additional stores in Bourke St, Melbourne, Grovedale West, Inglewood, and Whittlesea) and possibly to be accepted into the "IGA Direct" system with Metcash, for the whole Victorian IGA network.

Timetable

The timetable for **Champions Fare** in 2009-10 is

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| • Expressions of Interest (EOI's) to be submitted: | November 2nd 2009 |
| • Shortlisting of potential participants: | November 4th 2009 |
| • <i>Getting Ready for Retail Workshop</i>
(9.30am to 1pm) at the Bendigo RSL Club, Long Gully: | November 10th 2009 |
| • Interviews of shortlisted participants at Champions
Supa IGA, Long Gully Bendigo: | November 17th & 19th |
| • Presentations to Champions Store Managers: | December 1st 2009 |
| • Orders placed for delivery to the 8 participating
Champions IGA's: | January 22nd 2010 |
| • <i>Champions Fare 2010</i> Launch, Geelong | February 27th 2010 |
| • Ongoing promotions and monitoring: | March to August 2010 |

Food Categories of Greatest Interest

The main factors influencing whether your products will succeed at *Champions Fare* are

- Do they have a marketable "point of difference" from the products already listed in major supermarkets?
- How well will they fit in, and complement, a full service retail supermarket environment?
- Will they look good enough on the shelves to create an impression and attract buyers?

Last year the Provincial Food Retail initiative focused mostly on dry-goods; shelf stable products in the main supermarket food categories (such as snacks, confectionery, sauces and preserves). These categories may still be part of *Champions Fare* in 2009-10, but there is a strong interest in products in the following categories, especially if they are new and innovative.

- bakery and biscuits
- freezer cabinet products
- seafood
- beer from Victorian microbrewers (but **not** wine, spirits or other alcoholic or non-alcoholic beverages)
- desserts and ice cream
- heat and eat meals
- pet food
- two non-food supermarket categories: laundry and household cleaning products.

Why Participate?

The Provincial Food Retail Initiative could give your business:

- ❖ Premium retail space and exposure in a major independent IGA supermarket chain.
- ❖ Sales and a supply chain relationship with an important regional retail chain.
- ❖ *Champions Fare* is not just about sales success. Importantly it is also about demonstrating the steps, barriers and necessary actions for regional businesses to become retail ready, and to decide whether retailing is a good target for the business.

Last year's *Champions Fare* was a success.

- Over 100 businesses submitted expressions of interest and thirty businesses were selected to make presentations at Champions IGA.
- Nineteen companies (with around 90 different product lines) were finally selected and listed in participating Champions stores.
- Over 9,000 product units were sold from participating suppliers by the end of June 2009.
- Nine of the companies were invited to be permanently listed in Champions IGA's and to be listed through Metcash's IGA Direct throughout Victoria.



Some of the Champions Fare participants in 2008-09

Eligibility

In order to include your company in the selection process for the Provincial Food Retail Initiative we need you to

- be a regionally based Victorian company (ie based in one of the 48 non-metropolitan local government areas of Victoria or the "interface" local government areas of Yarra Ranges, Mornington Peninsula, Hume, Whittlesea, Nillumbik, Wyndham, Melton and Cardinia)
- not already have the product range (that you are proposing for listing in *Champions Fare*) already ranged in a large number of Australian supermarket chains
- complete the enclosed Expression of Interest (EOI) form
- provide details of products that you think may be suitable, and be available to present these products at Champions IGA head office in Bendigo (if shortlisted)
- agree to support your products for at least a few days during the six months period (with product for sampling, demonstrations and tastings)
- agree to deliver, or arrange delivery of, selected products to each of the participating 8 Champions IGA stores.

The Commitment Needed from Your Business

- If shortlisted you (or your nominated representative) will need to be available to attend
 - The *Getting Ready for Retail Workshop*, 9.30am to 1pm on November 10th 2009 at Bendigo RSL, Long Gully (including a behind the scenes tour of Champions IGA, Long Gully during the session)
 - An interview at Champions Head Office in Long Gully on either November 17th or 19th 2009.
- If your product range is selected for listing in *Champions Fare*,
 - You (or one of your nominated staff) will need to attend the attend presentation to Champions IGA Store Managers on December 1st in Woodend.
 - Your products will be ranged in 8 Champions IGA stores for a period of 6 months.
 - If sales during the trial period are acceptable, your product will be listed in Champions IGA stores as regular stocked products, and you will be invited to list for all IGA stores with Metcash's IGA Direct.
 - Sales scan data, and other feedback, will also be provided to you as part of the initiative.

Your EOI can be made by completing the simple form on the following pages and returning it to Street Ryan and Associates by mail, email or facsimile.

Mail: Street Ryan, PO Box 842, Gisborne Vic 3437
Email: provincialfood@streetryan.com.au
Facsimile: 03 5428 1722

If you would like an electronic copy of the EOI form, please send a request by email to provincialfood@streetryan.com.au or you may download the form from the Champions IGA website at www.championsiga.com.au

If you would like to discuss any aspect of the Provincial Food Retail Initiative, contact Wayne Street, Project Manager on phone 03 5428 1488.



PROVINCIAL VICTORIAN FOOD RETAIL INITIATIVE EXPRESSION OF INTEREST

Please complete the following and either

- email to provincialfood@streetryan.com.au (phone 5428 1488, or email your details, to receive an electronic copy), or
- fax to 5428 1722, or
- mail to Street Ryan PO Box 842 Gisborne Vic 3437
by Monday November 2nd, 2009

DETAILS OF THE BUSINESS

Business or Company Name:

Contact Person:

Title/Position in the Business:

Address:

Telephone:

Email:

Products Proposed for the Provincial Victorian Food Retail Initiative:

Are you currently supplying any products to retail supermarkets in Victoria?

Comment:

Are you currently supplying products to the food service sector in Victoria (eg restaurants, cafés, tourist outlets or specialty stores)?

Comment:

Do you have a distributor or the ability to deliver your own products?

YES/NO

Comment:

Do you have packaging and labelling suitable for retail supermarkets?

YES/NO

Comment:

Do your products have barcodes (ie Australian Product Numbers)?

YES/NO

Can you demonstrate that your business has the capability to consistently supply to a retail supermarket customer?

YES/NO

Comment:

What is the shelf life of the products?

Briefly, why you would like to be involved in this project, and what is distinctive or innovative about the products you are proposing.