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KPMG Gate to Plate Presentation

Brand awareness through paddock-toplate experiences

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Australian Wholesale Meats

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- AWM Changing the mindset
- Vision Our aim
- Strategy Game plan



AWM – Changing the mindset

- What's important?
- Communication
- Honesty
- Strong relationships
- Education
- Customer service
- Not about the price
- Maximising returns



AWM – Our vision

- Professional marketing company of quality branded meat products maximising returns for our suppliers.
- Delivering consistent, quality, branded meat products
 52 weeks of the year.
- Education for our customers through supplier tours involving farm visits
- Working with honesty and communication with our suppliers to maximise returns, while helping our customers grow through strong marketing branding and education support.
- Consumer awareness of 'where the meat comes from' so they build a relationship with the brand.



AWM – Strategy game plan

- Looking professional.
- Next level customer service.
- Delivering on our promises.
- Communicating with our suppliers around the importance of consistent supply.
- Employment of marketing / customer relations person.
- Supplier tours for our customers, involving farm tours.
- Providing marketing, branding support to our butchers.
- Educating the consumer through being involved in the community and being active through digital media.
- "Treating people the way you want to be treated."





















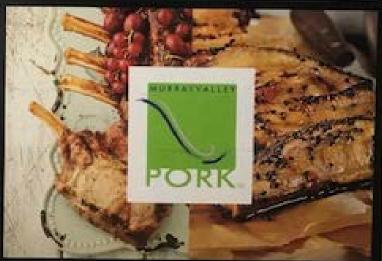


PURE BEEF MADE BY NATURE



AWARD WINNING SAUSAGES & PREMIUM MEATS











Top three take home messages

- 1. Its about the quality of the product and consistency of supply.
- 2. Communication between each segment of the supply chain.
- 3. Maximising returns through marketing, branding and education.



Tools, resources and training

Website awmgroup.com.au

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