

Putting the spotlight on innovation



AUSTRALIAN
MACADAMIAS

The world's finest nut

Why is innovation important?

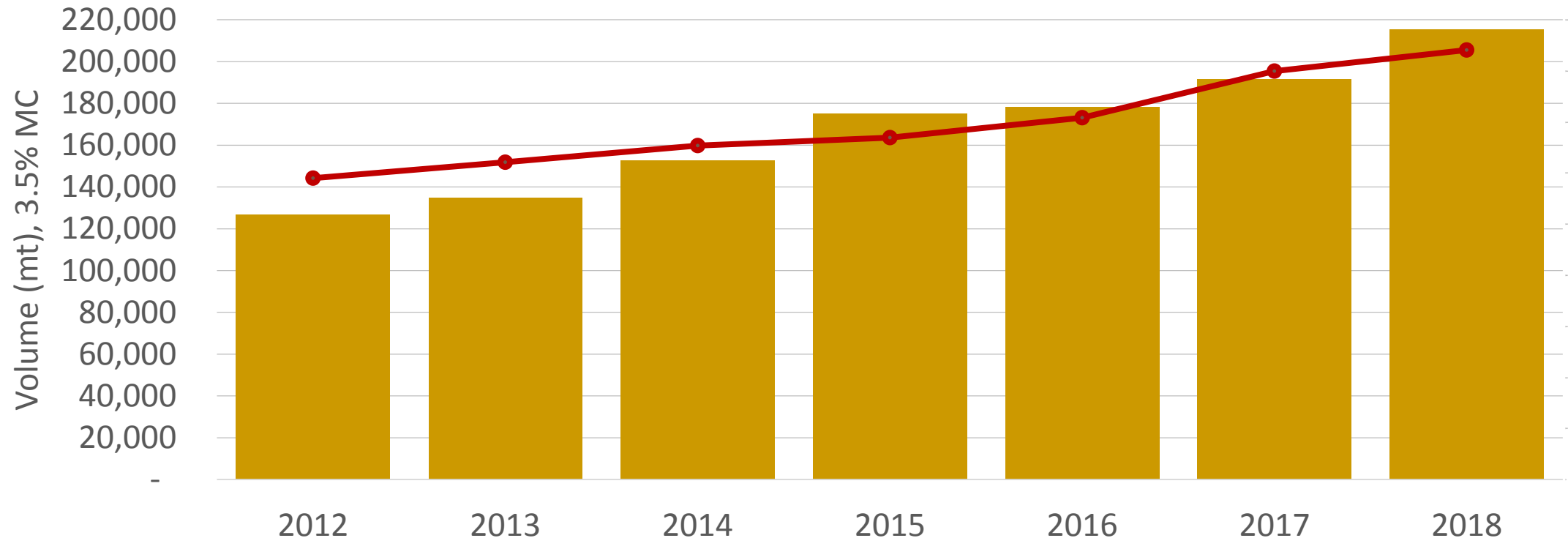
2018 THE 8TH INTERNATIONAL MACADAMIA SYMPOSIUM
GREEN HOPE HEALTH SHARING

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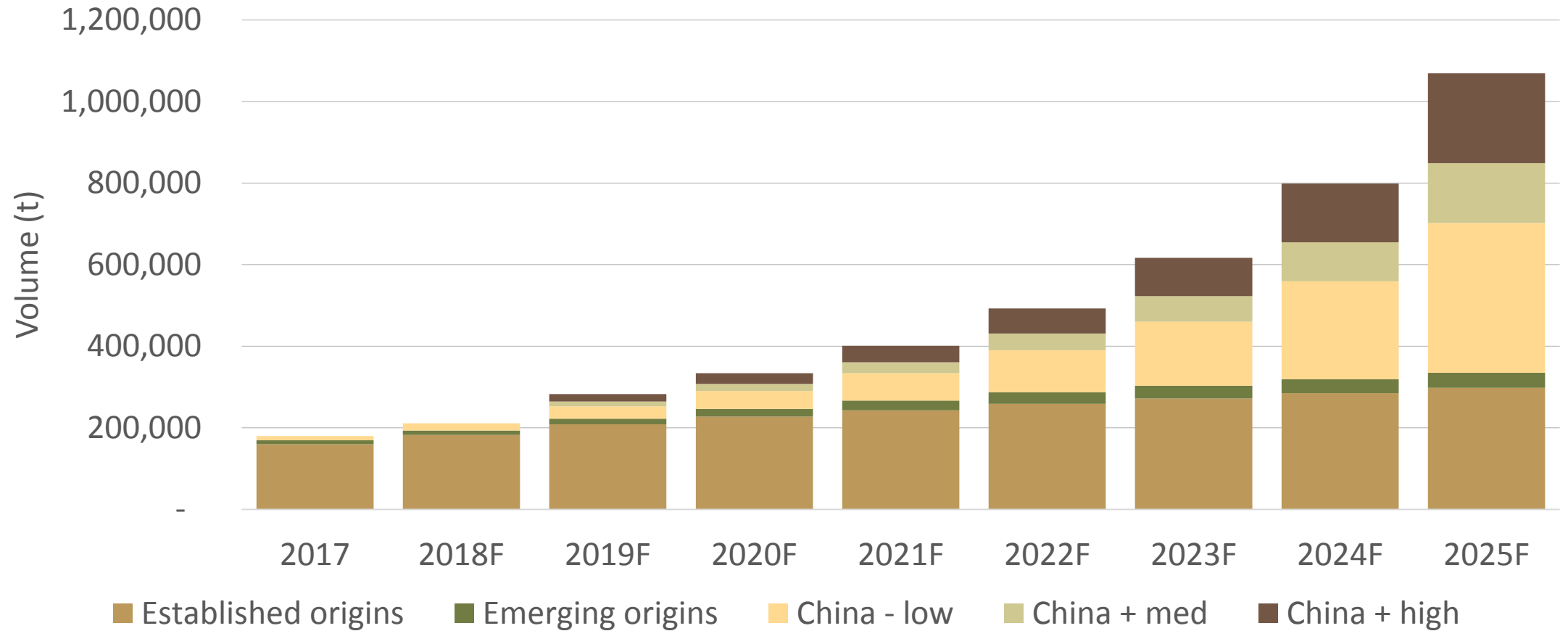
Historical global supply – in shell basis

STRONG GROWTH IN GLOBAL PRODUCTION

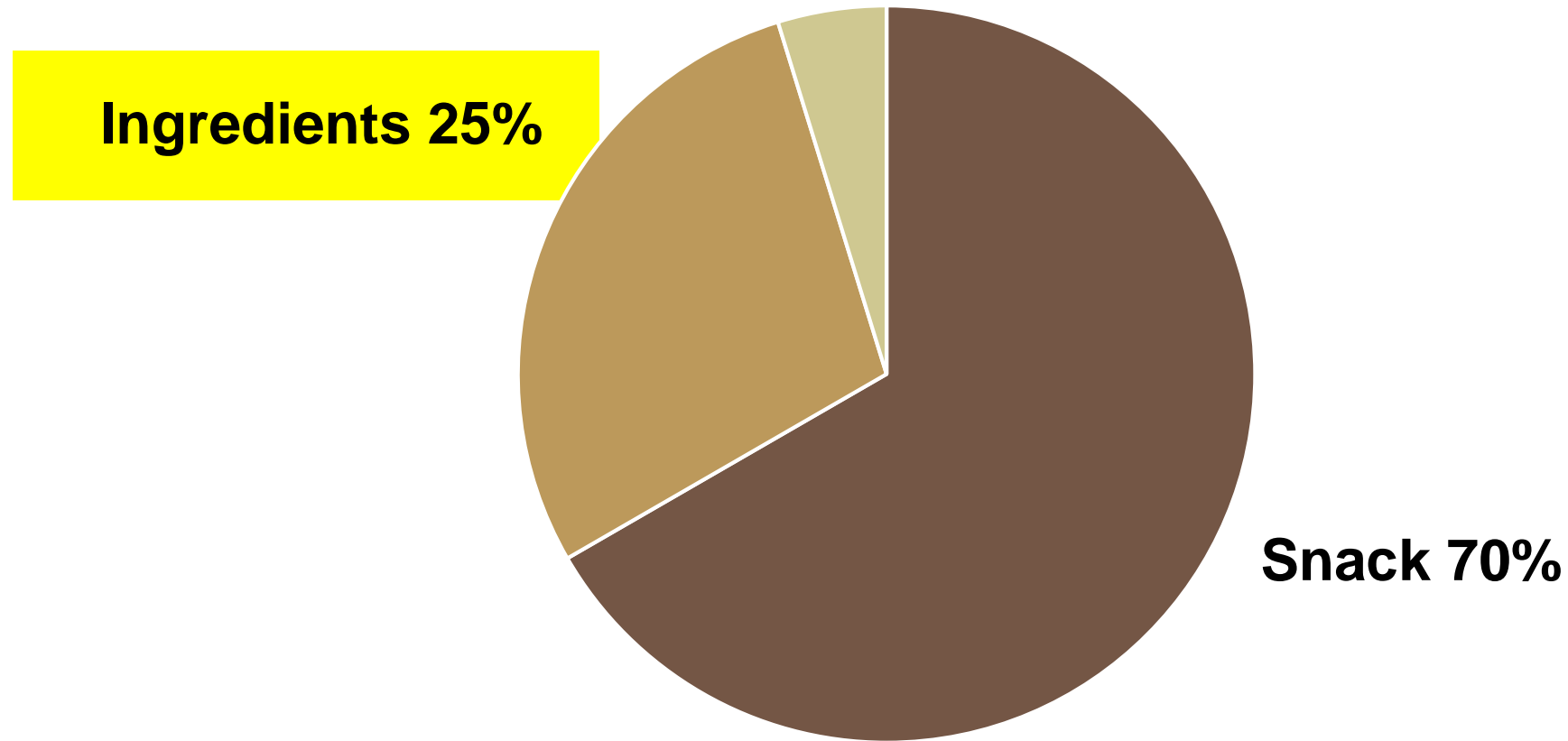
Production up 70% vs 2012, avg 12% pa



Global in shell production forecast



Current consumption overview



The opportunity to innovate

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Nuts are a product for today



Unprocessed



Plant food



Vegan



Versatile



On-the-go



Protein



Texture



Healthy oils



Brain health



Performance

Where do macadamias fit?



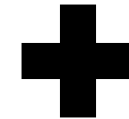
2 new
studies
2018





**Macadamias are a
perfect product for
innovation**

Add extra value



Remove barriers

**Elevate experiences, products
and brands**

Macadamias uniquely add value and remove barriers

Luxury nut

“If you put macadamias into anything it makes it more gourmet...”

“It makes products the next level indulgence. They’re no longer run of the mill.”

Better for you nut

“It feels like it’s healthier ...with macadamia nuts, it will supply natural oil and fiber.”

“It erases sense of guilt.”

Macadamias elevate any Bakery product



- Help a product compete in the premium space
- Create a heightened sensorial experience
- Reduce guilt consumers may feel when selecting Bakery products

Macadamias augment the benefits of nuts in snacks

What nuts bring

The added value that **only macadamias can bring**

INDULGENCE

As an **inherently indulgent** and **nutrient- dense ingredient**, even a small quantity of macadamias can deliver a **big impact** on taste, quality and premium-ness.

HEALTH ATTRIBUTES

All nuts are known for their broad health benefits. Building greater awareness around the specific health benefits of macadamias offers a **significant untapped opportunity** in snacks.

TASTE

Macadamias' **versatile taste** and **unique texture** give them broad appeal. As a good flavour carrier, they offer a **substantial opportunity for flavour innovation** in snack products.

Macadamias have many health attributes

An excellent source of thiamine (B1)

Important for the production of energy from food.

A source of plant iron

For vegetarians and vegans

Rich in manganese

Essential for bone formation and breaking down carbohydrate, cholesterol and amino acids.

Reduces oxidative stress

Improves markers of oxidative stress important in managing chronic disease and ageing.

A rich source of healthy fats

Macadamias have the highest content of healthy monounsaturated fat

Contains plant omega-3 fats

Macadamias are one of the few plant foods which contain palmitoleic acid

Macadamias have a unique and distinct eating experience

BITE

Crunchy but also soft and buttery

“The texture is different. It’s crispy but easy to bite. It tastes rich like richness of butter.”



MOUTHFEEL

Creamy yet chewy

“It has texture but it’s not too hard. It’s chewy and nice.”



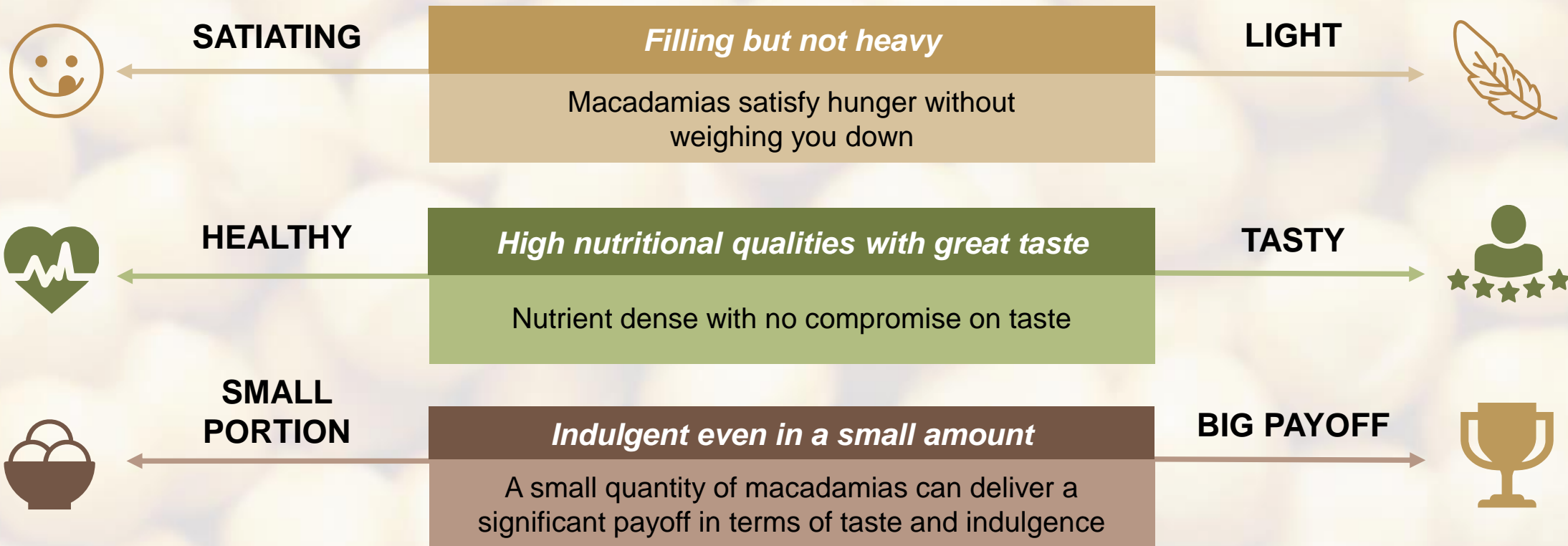
TASTE

Balance of sweet and savoury

“They’re salty and then they’re sweet.”



Macadamias resolve tensions in snacking



Mood Management

- Consumers snack to **regulate the rhythm and mood of their day**
- Macadamia's **great taste, indulgence, luxury** and **health benefits** deliver strongly to powerful emotional snacking needs: **reward, excitement** and **mood boost** via:
 - Social sharing
 - De-stressing / relaxation
 - Celebration
 - Adding excitement to a situation



Macadamia allows for a premium price point



“As soon as you add a macadamia, you’re willing to pay a few dollars more. They’re a luxury ingredient, they’ll cost more and you’re happy to pay.”

Innovation trends

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Innovation trends – Snack

- Enduring

- Flavour
- Healthier snacks



NOW

- High-time nutrition
- Macadamia powder
- Macadamia chips
- ++ Flavour



FUTURE



Innovation trends – Dairy

- Emerging

- New formulations
- Niche brands



NOW

- Lactose free (Asia)
- Vegan specific
- Cheese



FUTURE



Innovation trends – Beauty

- Established & Emerging

- New formulations
- Macadamia key ingredient
- Entry into more categories



NOW

- Products for Asia



FUTURE



Innovation trends – Confectionery

- Enduring & Emerging

- More luxurious options
- Healthier options



NOW

- Matching with other high-value ingredients
- Origin playing a role



FUTURE



Innovation trends – Localisation

- Enduring & Emerging

- New local food options



NOW

- New markets will find ways to incorporate in local foods



FUTURE



Innovation trends – other

- Emerging

- Exploratory



NOW

- Trial in many different products



FUTURE

Driving Innovation

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**INNOVATION
INITIATIVE**
AUSTRALIAN MACADAMIAS



Strawberry and macadamia milk ice-cream

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AUSTRALIAN MACADAMIAS
**INNOVATION
INITIATIVE**

Driving innovation and new product development

1



**TARGET THE
DECISION MAKER**

2



**CULTIVATE NEW
IDEAS, CREATE HYPE
AROUND MACADAMIA
INNOVATION**

3



**PROVIDE COMPELLING
REASONS TO USE
MACADAMIAS VIA
BESPOKE CONSUMER
RESEARCH**

4



REMOVE BARRIERS

5



**DRIVE CONSUMER
AWARENESS & SUPPORT
BUSINESSES THAT USE
MACADAMIAS**



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New flavour matches

Macadamias as
the hero

New formats

Aligned with
consumer insights

Fit with food trends



中华美食

全球首届澳洲坚果创新挑战赛展示全新美食概念

来源：中华美食网 | 发表时间：2018-03-09 | 浏览：676次

全球首届澳洲坚果创新挑战赛展示全新美食概念

澳洲坚果种植投资旺盛，生产将蓬勃发展，产品将行销全球。

作为一种正宗、自然和纯粹的高品质坚果，澳洲坚果能够很好地满足如今的消费者需求。

澳洲坚果产业营销项目推出了一个为期三年的子项目，旨在让澳洲坚果列入全球食品生产商的创新日程。创新挑战赛便是其中的一项重要举措。



来自台湾的 Han Chung 和来自韩国的 Hung Hsinke 进入了决赛，他们的作品“澳洲坚果夹心奶油面包（Macadamia Infused Brioche Delight）”在传统奶油面包的基础上进行创新，从而荣获大奖。

曾任台湾面包店经理的 Han Chung 表示，他们的概念源于这样一个想法：将澳洲“蜂巢”（Beesting）”蜜糖和亚洲甜面包的特点结合起来，以提升澳大利亚人对于多元文化食品的兴趣。

“澳大利亚在开放创新，尤其是澳大利亚的亚裔人口仍在不断增长。所以对于这个新的产品概念，我们决定从韩国的传统甜面包中汲取灵感，并将澳洲坚果黄油夹入小圆面包，以增添类似于澳洲坚果的乳状黄油口味。我们相信大家一定会喜欢我们的澳洲坚果夹心奶油面包。”

澳洲坚果市场开发经理 Lynne Ziehlke 女士表示，创新挑战赛的目标是推动全球供应链对于澳洲坚果的新需求。

Ziehlke 女士说道：“我们知道，全球的澳洲坚果生产发展迅速，消费者也希望尝试更多采用澳洲坚果的食品。此次挑战赛旨在激励世界各地的食品制造商充分把握这一机会。”

“澳大利亚一马当先，我们的行业在这个方面真的非常积极且敢于创新。我们不断地推动着需求和创新的发展，这对于澳大利亚和全球的澳洲坚果产业来说均大有裨益。”

“令人兴奋的是，创新挑战赛的决赛在澳大利亚规模最大的澳洲坚果种植区举办。我们也很荣幸，有众多的种植业者从忙碌的收获季节工作中抽出时间来参加我们的活动。”

创建澳洲坚果精神食粮酒吧（Macadamia Mind Food Bars）的专业人士 Adaline Wong，独创味增葱油饼干的学生 Kinga Wojciechowski，分别赢得了参加世界最大食品展“SIAL Paris 2018”的机会。Macchi 冰淇淋店后的团队 Ashna Gobin 和 Leonardo Bohorquez，则赢得了 5000 美元的现金奖励。

Wong、Gobin、Bohorquez 和 Wojciechowski 之所以脱颖而出，是因为他们在各项评估标准上表现出色，包括：产品的口味和质地、创新背后的故事力以及市场上的原创性。

参赛作品由四位业界代表进行评选，他们是：澳大利亚领先的澳洲坚果、谷物和零食产品生产商 Brookfarm 的联合创始人 Pam Brook，Gelato Messina 的创始人兼共同所有人 Nick Palumbo，食品技术专家、食品科学博士、Innovation R&D 总经理 Barry McGookin，以及 Infinity Bakery 的拥有人 William Peterson。





AUSTRALIAN MACADAMIAS

INNOVATION CHALLENGE

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2

Launched July 2018

Open to entries from Australia, China, Japan

4 categories - Confectionery, Cereals, Snacks, Future Foods



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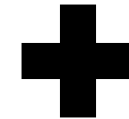
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Add extra value



Remove barriers

**Elevate experiences, products
and brands**



**Australian macadamia
marketing is made possible
with the support of a dedicated
marketing committee**

Green & Gold Macadamias – Brian Loader

Macadamias Australia – Trevor Steinhardt

Macadamias Direct – Steve Dubber

Macadamia Marketing International – Charles Cormack

MWT Macadamias – Michael Waring

Pacific Farms – Richard Ray

Stahmann Farms – Richard Sampson-Genest

Global Macadamia Council – Larry McHugh



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