

# NEW

## INTRODUCING PLATTER WORTHY PERFECTION



REAL  
BAKED IN  
INGREDIENTS

FIND US IN THE CRACKER AISLE

## BRING NEW SHOPPERS INTO PREMIUM ENTERTAINING SEGMENT WITH NEW RED ROCK DELI GOURMET CRACKERS

# \$6M

VALUE IN  
MARKETING  
SUPPORT TO  
DRIVE RED  
ROCK DELI  
CRACKERS  
IN 2021

*Premium crackers with a light, crispy texture complimented with real baked-in ingredients*

- \* ONLY 11.5% OF AUSTRALIAN HOUSEHOLDS BUY THE #1 BRAND IN PREMIUM ENTERTAINING, WHEREAS 42% OF HOUSEHOLDS BUY RED ROCK DELI SALTY SNACKS EACH YEAR<sup>#</sup>
- \* 68% OF SHOPPERS ARE MORE LIKELY TO SPEND MORE MONEY ON CRACKERS WHEN ENTERTAINING GUESTS<sup>†</sup>
- \* 69% OF SHOPPERS PURCHASE MORE THAN ONE TYPE OF CRACKER WHEN PURCHASING CRACKERS FOR AN ENTERTAINING OCCASION<sup>†</sup>
- \* HIGH LIKELIHOOD OF PURCHASE WITH 83% OF CONSUMERS TESTED SAYING THEY WOULD PURCHASE RED ROCK DELI GOURMET CRACKERS<sup>^</sup>

*Visual inclusions in crackers, perfect for charcuterie boards*



<sup>#</sup> SOURCE: IRI IHP NATIONAL PANEL MAT 16.8.20

<sup>†</sup> SNACK BAR RESEARCH – CRACKERS INSIGHTS REPORT 2018

<sup>^</sup> QUANT 2019 AND 2020 RESEARCH PURCHASE INTENT T2B

# NEW

## INTRODUCING CRACKERS LIKE YOU'VE NEVER TASTED

BAKED  
NOT FRIED



FIND US IN THE CRACKER AISLE

### DRIVE GROWTH IN FLAVOURED SNACKS WITH NEW DELI STYLE CRACKERS FROM RED ROCK DELI

# \$6M

VALUE IN  
MARKETING  
SUPPORT TO  
DRIVE RED  
ROCK DELI  
CRACKERS  
IN 2021

*Oven Baked, light and crispy snacks generously seasoned with Deli inspired flavour combinations*

- \* RED ROCK DELI IS THE #1 PREMIUM BRAND IN SAVOURY SNACKS<sup>^</sup>
- \* NEW DELI STYLE CRACKERS WILL DRIVE GROWTH BY ATTRACTING MORE SHOPPERS INTO THE SEGMENT. RED ROCK DELI APPEALS TO NOT ONLY FAMILIES BUT SINGLE AND COUPLE HOUSEHOLDS WHICH UNDERINDEX IN PURCHASING FLAVOURED SNACKS<sup>§</sup>
- \* RED ROCK DELI WILL ATTRACT PREMIUM SHOPPERS INTO THE SEGMENT WHO SPEND MORE ON SNACKING<sup>‡</sup>
- \* STRONG LIKELIHOOD OF PURCHASE WITH 84% OF CONSUMERS TESTED SAYING THEY WOULD PURCHASE RED ROCK DELI - DELI STYLE CRACKERS<sup>Δ</sup>

*Naturally Seasoned*



<sup>^</sup>DOLLARS IRI NATIONAL AUSTRALIAN GROCERY SCAN SALTY SNACKS MAT 17.01.21

<sup>§</sup> SOURCE: IRI IHP NATIONAL PANEL MAT 16.8.20

<sup>‡</sup> SOURCE: IRI IHP NATIONAL PANEL MAT 16.8.20 RRD \$4.50 AWOP VS. FLAVOURED SNACKS AV. OF ALL BRANDS \$3.50 AWOP

<sup>Δ</sup> SOURCE: FUTURESCAPE REPORT SEPT 2020 PURCHASE INTENT T2B