

# HORT INNOVATION

## MARKETING UPDATE

BY BEN WOODMAN

Hort Innovation is responsible for investing the passionfruit marketing levy into a range of activities to grow awareness and consumption of the fruits, under the Hort Innovation Passionfruit Fund. Here's a look at some of the highlights since the last edition of *The Passion Vine* and an introduction to our new Marketing Manager – Ben Woodman.

### Media Masterclass

**On Friday 21st February, passionfruit grower Jane Richter was invited to put on a Passionfruit Gin Spritz cocktail masterclass for a set of food and lifestyle journalists from Australia's most popular multi-platform magazine brand – Bauer Media.**

Jane and her husband John took a day off from the farm and flew to Sydney to be the farming face of Australian passionfruit for this exclusive media event. Jane and John were joined by the new Marketing Manager for the tropical fruit cluster at Hort Innovation, Ben Woodman.

The purpose of the cocktail masterclass was to demonstrate how easy it is to add a splash of passion into your day. Australian Passionfruit had developed a brand-new passionfruit gin spritz recipe, which Jane made for the attending media. The masterclass setting was relaxed and informal, allowing Jane to have plenty of time to talk about fresh passionfruit, how to select a great piece of fruit, how to crack it open with your hands and the tips for using passionfruit in lots of unexpected and interesting ways.

**The main messages for the overall campaign were front and centre of Jane's talk ensuring that everyone attending walked away with these three facts front of mind:**

- Adding Aussie Passionfruit to your dish is a simple way of turning ordinary to extraordinary. With its sweet tangy flavour and bright colour, there's no better way to top off your dish than with a splash of passion. Jane even shared her tangy chilli splash that is brilliant on fish or grilled pork.
- Passionfruit is available year-round, but there are two peak seasons where there is an increased supply available in-store and winter is one of those peaks, surprisingly for a fruit so well known for its summer uses.
- When choosing passionfruit, go for plump, heavy fruit and don't worry about spots or marks on the skin – it's the sweet juicy pulp inside that counts!

*If you'd like to try the recipe at home here it is! ...*

### PASSIONFRUIT GIN SPRITZ

SERVES 2

#### INGREDIENTS

- Pulp from 2 fresh passionfruit
- 60 ml gin
- 200 ml Prosecco
- Sparkling water
- Ice
- Lemon peel twist, to garnish

#### METHOD

1. Fill two large glasses with ice. Combine passionfruit pulp and gin in a small jug and stir well.
2. Divide gin mixture between glasses. Pour over Prosecco, top up with sparkling water, and garnish with a lemon twist.

#### Tips

- For a lighter cocktail, substitute a portion of the Prosecco with extra sparkling water. For a sweeter cocktail, add a teaspoon of honey or sugar syrup to the passionfruit and gin.
- If gin is not on hand, you can use another clear spirit of your choice, such as vodka or pisco.

AUSTRALIAN  
PASSIONFRUIT

#aussiepassionfruit  
#glashofpassion



# WELCOME *BEN WOODMAN*



*Ben Woodman joined Hort Innovation in January as Brand Manager for the Tropical cluster, replacing Mariannel Azarcon. As well as working on passionfruit he will be leading the marketing for custard apples, papaya, persimmon, pineapple and lychees.*

Ben comes from a consumer goods marketing background having worked for celebrated global brands in alcohol and coffee. Throughout his time in consumer goods he has launched brands and products into the Australian market, formulated brand strategies, developed media plans and increased sales and driven brand awareness.

Outside of commercial marketing Ben has previously worked in hospitality having owned his own restaurant and bar so he certainly understands what it's like to work hard seven days of the week like farmers!

Ben is excited to be moving into fresh produce and is keen to help share the amazing produce that comes from your farms with consumers. Ben will be Sydney based, and he is very much looking forward to meeting with growers out in the field this year whenever he gets the opportunity.

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## What is planned for the Winter flush for Passionfruit?

**We are living in very uncertain times that make it difficult to plan marketing activity with a high degree of confidence. Our focus for passionfruit remains in the digital world as activity can be started and amended at short notice to take account of changing supply and demand conditions.**

### MEDIA OUTREACH

We are currently talking to food magazines offering seasonally relevant recipe content with the intent for articles to be in May/June editions.

#### Confirmed publicity to date:

- Westfield online will be sharing our Passionfruit Gin Spritz cocktail recipe
- Woman's Day are sharing 'how to crack a passionfruit' in the 27 April issue
- Canberra Weekly are sharing our cocktail recipe for Mother's Day

### MEDIA HAMPERS

Another method we use to get the attention of the editors and food writers in the media is to put together a hamper of fresh passionfruit and related accessories that we send directly to them individually.

This gift is followed up by conversations with the recipients and is a really cost effective way to get more publicity for fresh aussie passionfruit.

### Ambassador

**We are working with the No.1 food blogger in Australia – Nagi from *recipe tin eats* – and she will prove to be a huge asset for Passionfruit Australia moving forward.**

#### Find Nagi here:

- [🌐 recipeetineats.com](https://www.recipeetineats.com)
- [f facebook.com/recipeetineats](https://www.facebook.com/recipeetineats)
- [@ Instagram.com/recipe\\_tin](https://www.instagram.com/recipe_tin)



### SOCIAL MEDIA

We are continuing to use our Social Media channels to reach our consumers with relevant messages about the versatility of fresh aussie passionfruit and we will increase the paid advertising spend on social channels in May & June to coincide with the flush.

### TRIBE

Tribe is a company that is connected to 1000s of social media influencers. We provide Tribe with a brief and they send this out to their community to then create high quality and inspiring social content for Passionfruit.

Using Tribe at this time gives us people who can create content that otherwise not be able to be generated given the social distancing measures in place (they create in their own homes!)

The TRIBE influencer campaign will be held in May/June, at a time that supports the peak season best.

And finally, Ben will be keeping close tabs on the supply in the market and adjusting the timing on our marketing activities accordingly.

It's SO important that you keep communicating with your market agents about your harvest timing so that we can optimise the impact of our marketing spend.