

**Hort
Innovation**
Strategic levy investment

**PASSIONFRUIT
FUND**



Marketing Update

Passionfruit AGM

8th September 2018



Agenda



Results



PR

- Media Outreach and Season Launch event



Social Media



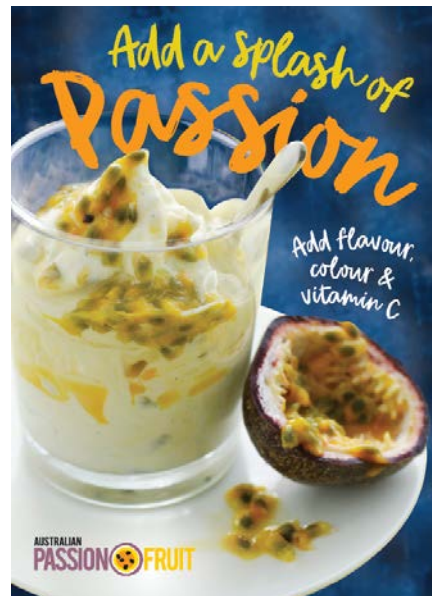
In-store demonstrations



Syndicated Merchandising Program



Upcoming activity



PR - Recipe Development

3 new recipes were developed and shot to be used for media outreach in 2017/18.



Passionfruit Smoothie
Bowl (Summer)



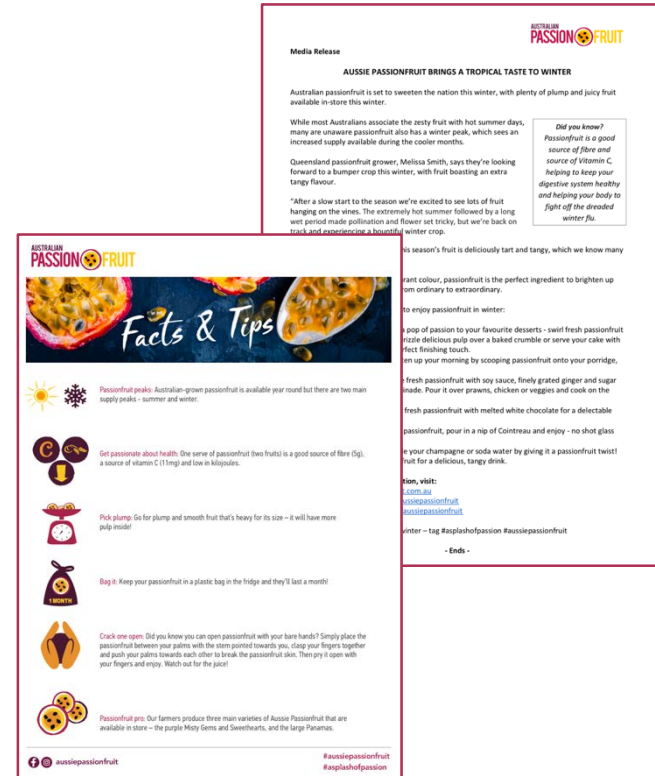
Passionfruit, coconut &
quinoa muffins (Winter)



Passionfruit cheesecake
swirl brownies (Winter)

PR - Seasonal Outreach

- A comprehensive media pack was distributed to key media targets at each peak (summer & winter). These packs included a seasonal press release and selection of recipes and images
- Content covered seasonality, selection & storage tips and usage ideas in tip sheets
- Tina McPherson (summer) and Melissa Smith (winter) were offered to media as spokespeople



PR - Season Launch Event

Australian Passionfruit hosted an intimate lunch to celebrate the winter flush at Luke's Kitchen in Waterloo.

- A custom-made passionfruit menu was created by head chef Matt Leighton
- Tina, Jane and Melissa attended the event, sharing insights from the farm, a seasonal update, varietal information and their own tips and tricks



PR - Season Launch Event

- Guests were encouraged to post on social media throughout the event, with shareable content (kitchen view, social boards and tags on display). Each attendee received a take-home hamper filled with fresh passionfruit, engraved spoons and a media kit with all seasonal information.
- 14 x top tier media and influencers were in attendance, including: *Woolworths Fresh Magazine*, *Australian Women's Weekly*, *Bauer Food Studio*, *Healthy Food Guide*, *My Body+Soul*, *Nine Kitchen & New Idea*



PR - Results

The event and media outreach resulted in **123 pieces** of coverage across traditional and social media, resulting in a reach of over **26.2 million**.



PASSIONFRUIT MELTING MOMENTS

Prep: 20 min
Cook: 14 min **Makes: 24**
Ingredients
200g butter, softened
50g icing sugar
100ml (4-oz) lime juice
1 tsp vanilla paste or extract
225g plain flour
100g candied
1 cup passionfruit cord
LIME BUTTER
225g icing sugar
70g unsalted butter, room
temperature
20ml (2-oz) lime juice

Monthend

● To make the roux, heat butter, oil, sugar, lime juice and vanilla powder until the roux is more like a marshmallow, until pale and creamy. ● Add the flour, beat for 1 minute and mix with a wooden spoon until well combined. Refrigerate 10 minutes to firm up slightly. ● Preheat oven to 350°F, and line two 8-inch by 11-inch baking papers. ● Roll a heaping tablespoonful of dough into a ball, make a hole in the center, flatten slightly with the top of a fork to form a 1 1/2-inch-thick disk and top with a spoonful of butter. ● Bake with remaining dough. ● Bake about 15 minutes until just golden. Cool briefly on trays. Then transfer to a wire rack to cool completely. ● To assemble, spread the buttercream on a cake with an electric mixer for 3 minutes until pale and creamy. ● Top each 8-inch disk with five butter and refrigerator 10 minutes to firm up. To line bottom with a generous coating of powdered sugar and vanilla with a sifter. ● Bake for 10 minutes.



that's life!



PR - Social Media Posts



simmerandboyle • Follow
Pasta Emilia

simmerandboyle Last week I met an amazing trio of female passion fruit farmers and left with so much inspiration and a basket of new season passion fruit, some made their way into this chiffon cake.

Yesterday I took the cake along to meet another group of fabulous women; @luisabrimble you are so generous with your knowledge and time, and a somewhat terrifying motivational force!! Thanks again lady, so good to catch up 😊😊 and lovely to meet @karmmehq @npullar @trickandjingo @inwardoutward .

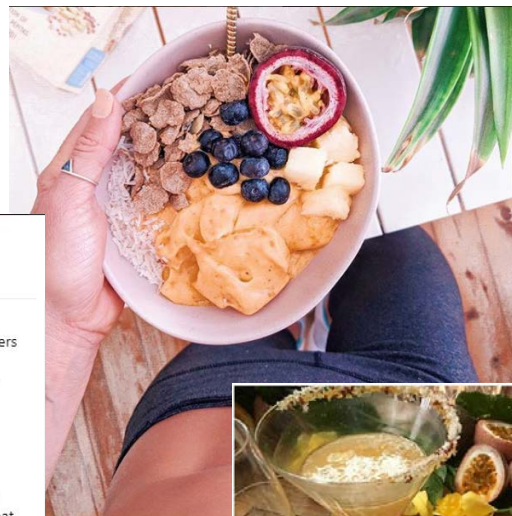
@aussiepassionfruit #asplashofpassion
#aussiepassionfruit #foodblogfeed
#thekitchn #feedfeed @thefeedfeed
#f52grams @f52grams #thebakefeed



664 likes

JUNE 7

Log in to like or comment.



nourish_naturally • Follow
Cronulla Beach, New South Wales, Australia

nourish_naturally 🍷 Passionfruit Obsession

So I have a confession guys: I'm currently obsessed with passionfruit 😊 Does anyone else go through phases where they get obsessed with a certain food? 🤔 I've been having passionfruit with everything! On my breakfast, in my smoothies. I even made passionfruit muffins yesterday and OMG they were good! Check out my Insta stories to see me making them! 🍷 @laurent_stewart even said they are his new favourite muffins! He likes them more than my Healthy Banana Muffins (and that's saying something). 😊 Let me know if you guys want the recipe and I can put it up on my blog for you 😊



gemma_harland • Follow
Luke's Kitchen

gemma_harland Throwback Tuesday: because I'm already thinking about the deliciousness I can make with these @aussiepassionfruit lukeskitchensyd 🍷🍷🍷
knoxnett Yumm!!
lukewmangan @gemma_harland 🍷



92 likes

JUNE 12

Log in to like or comment.

Social Media Results

facebook

- 47,738 Facebook fans (growth of 27%!)
- Reached 3.6million people with passionfruit content
- Our content got shared by our fans over 10,000 times

Instagram

- 1,563 followers
- Reached 93,564
- 14,000 'likes' on content



In-store demonstrations

115 in-store demonstrations were run for 6 weeks in June and July in Coles and Woolworths stores in NSW, VIC and QLD. Fresh passionfruit was sampled, and recipe brochures handed out. Consumers were also educated around seasonality, storage and handling.

Results –

- 13,997 interactions (avg. 122 per session)
- 8,526 samples (avg. 74 per session)
- 7,788 passionfruit sold during sessions (avg. 68 per session)





Syndicated merchandising program

Passionfruit were involved in a syndicated merchandising program, which came at no cost to the industry. 100 independent retailers were visited, with passionfruit POS put up, and staff educated about handling and display best practice.



Summer activity

Our 'always on' social media will continue leading up to and into the summer flush with the 'a splash of passion' messaging. We will also continue with our media outreach. Six new passionfruit recipes are in the process of being developed and photographed, with three to be used in the summer flush, and the other three to be used in the winter 2019 flush.

The key component for the 2018/19 PR campaign is a farm famil to be held in the lead up to the winter flush. More information about this will be communicated in the upcoming months.

Thankyou

For any questions or comments, please contact Kelly McGuinness —
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