



MIMMO'S *Mimmo*

The latest news from Sandhurst Fine Foods

NOVEMBER 2014

MUTTI'S NEW TOMATO MASTER



**SANDHURST WINS COUNTRYWIDE
SUPPLIER OF THE YEAR AWARD!**

Countrywide National Conference

WINNERS ARE GRINNERS

Sandhurst has been supplying the Countrywide Group for over 18 years. Like Sandhurst, Countrywide represents around one hundred family businesses all over Australia. While we've been nominated a number of times, I never believed we could win it, considering the other nominees were Nestle, Goodman Fielder, Mars (Master Foods) and Mission Foods - giants amongst us! When the nominations went up, Mars seemed like a shoe-in. I have fond memories of trying to convince them to have us pack our product under their own label when we first started in 1991. When they read out the winner, it felt like a dream.

My speech went something like this: "This award really belongs to two of the most amazing and professional people I have ever had the privilege of working with. We are so lucky they are in this room to share it with me. This award belongs to Tony Fedele and Kevin Wise, who always believed we could win this. I always told Tony that we'd never stand a chance, as we were too small.

"Reading the nominees I was proud to learn that we were the ONLY Australian-owned family business in the nominees list. We don't have private equity investors and we're proud to serve the family businesses that put their livelihoods on the line every day for Australia's foodservice community.

"In case you didn't realise, family businesses are special; they are the future of business in Australia. In this environment of corporate takeovers, foreign ownership, and shifting profits overseas, we must continue to support family business in Australia.

"Thanks again to my family - to Ray, Vince and Geraldine and most of all to the amazing staff that go above and beyond to satisfy our fellow family distributors at Countrywide!"

Many Countrywide suppliers and members congratulated us on the win and we partied on late into the night, singing songs by the piano, played wonderfully by Frank Di Pasquale of Quality Foodservices in Brisbane.

Home & Away

AT HOME ON HOME AND AWAY

At Sandhurst, we're often approached by media companies asking us to provide products for use on their TV shows. We've been featured in *MasterChef* and *My Kitchen Rules* (supplying them for over six seasons) and I guess you could call us extras on *Home and Away* and *Wonderland*.

On *Home and Away*, our products populate the pantry on the back of the café set. In one scene, two main characters share an intimate moment with each other, flanked by multiple tins of Mutti and Sandhurst Extra Virgin Olive Oil!



Through our association with Ready Steady Cook, we were asked to supply product to a new programme called *Masterchef*. My response? "It'll never take off!" Thankfully, we said yes anyway!

We've been supplying Sandhurst products free of charge for a number of years. We also donate products to cooking schools such as Cheeky Food Group and Victor Pisapia, who hosts cooking classes for work groups to foster team building.

Market Update

MIMMO'S GLOBAL FOOD WRAP-UP

Sauerkraut, german for "sour cabbage", is a finely shredded cabbage that has been fermented by various lactic acid bacteria. It's made through a process of pickling that is similar to how traditional pickled cucumbers are made.

Sandhurst sells a pastuerised product that maintains some of the healthy properties that are prescribed for healthy digestion.

Regular consumption of sauerkraut boosts metabolism and helps build connective tissue, strengthens the heart muscle, and reduces cholesterol and sugar levels. Additionally, sauerkraut juice is said to be a highly effective remedy for a hangover!

The Sauerkraut offered by our company is produced by traditional methods using only fresh cabbage and salt. As a result, it retains all of the benefits created during the fermentation process and does not require preservatives. On top of that, the sauerkraut simply tastes better! Sandhurst Sauerkraut is Available from your local food service wholesaler or Woolworths stores nationally.





SUN AND SANDHURST

The entire sales team from Morningside gathered at our Radley St. facility in July to experience the latest in trends and products from the Sandhurst team.

Some of the topics we covered were:

- Our investment in the Queensland warehouse and operations.
- Our dedicated staff and service.
- Who our suppliers are and how they make our job in food service easier.
- New product development – focusing on our Queensland made tray pack products.
- The processes that differentiate Sandhurst products from our competitors.
- Interesting new product development in areas such as Mexican food.
- Success stories from distributors – what makes a great food service distribution company.
- Investments in the future for Sandhurst.
- Ways we can add profit to the invoices of our customers.

All in all, the presentation was well received and the Morningside Sales Force were happy to be a part of our Queensland investment. If you would like to receive this presentation at your premises, let us know. It takes 20 minutes and we'll combine it with some great Sandhurst product tasting.

St. George Ra Ra Day

AY, CARAMBA!



Sandhurst were proud sponsors of the annual St. George food service Ra Ra day. Ra Ra is a term used in food service for a 'Sales Rally Day'.

The Ra Ra day features prizes and incentives for the hard working tele-sales staff of St. George who were busy selling Sandhurst products to their clients over the phone during our one day sales extravaganza.

We were able to move a lot of product on the day and customers who weren't normally buyers of products such as refried beans and jalapenõs received special discounts on top of their existing contract prices.

The winner of the sales day - the wonderful Janetta - received shopping vouchers, a gift basket and movie tickets.

Variety Club Bash

BASH FOR CASH

Kevin Wise, our Queensland state manager recently took part in the Gympie-Coloola Food Service Annual Variety Club Bash. The Bash is Australia's largest charity motoring event, raising money for disadvantaged and special needs children.

Kevin teamed up with Charlie Horne, the owner of Gympie-Coloola Foodservice, and they were joined by other supporters of Sandhurst. All together they camped outdoors, travelled the state and generally roughed it, all for a great cause.



I joined them on the Bathurst to Sydney leg. We got around in Charlie's 1938 Bedford, which he had modified to look like the original Beverly Hillbillies car, complete with a backfiring exhaust! It was a fun week and we were proud to take part.



Tomato Master

TESTING THEIR METAL

Earlier this year Sandhurst and Mutti embarked on a unique campaign - the search for Australia's first Tomato Master. We wanted to find a chef who would embody the values of the brand and take it to the market one customer at a time, educating them on why Mutti is not your ordinary tomato product. Someone who could represent the brand charismatically and credibly.

Enter Daniele Trimarchi, Mutti Australia's newly appointed ambassador head chef. He, along with many other entrants found out about the branded recruitment drive through a print and social media campaign that ran across key trade and food consumer publications in May and June. Entrants were directed to a competition video where the campaign idea "Test Your Metal" came to life. If what they saw sparked their interest they were encouraged to submit a 60 second video explaining what, as a chef, they would never compromise on.

The two top entrants were chosen, interviewed and put to the ultimate test - a cook off in a live finals event held at Sydney's Salt Meats Cheese.

It was an exciting night of great Italian food and friendly competition. As it turns out, our two finalists had worked with each other many years ago. Once they were put through their paces cooking and presenting an entree and main, the 3 official judges came to a decision on not only who cooked well, but who they thought had what it takes to be the front man for such a unique and premium brand. With great dignity, the runner up, Andrea Riva, conceded defeat and Daniele emerged as the victor. A week later, Daniele was in training in Parma, Italy at Mutti headquarters.

Daniele has the skills and the passion that is a perfect fit for the Mutti brand. He is a highly experienced chef that can literally go door-to-door supporting our sales team and telling the Mutti story the way it ought to be told.

All of us at Sandhurst Fine Foods welcome Daniele into the fold, and we look forward to introducing you to him soon. You can read more about Daniele and his experience in this challenge in the October issue of Food Service News.

Cafe Talk

DAVID & GOLIATH

The café market continues to grow and innovate. I was joined by fellow loudmouth Italian Phillip Di Bella of Di Bella Coffee who is as passionate about service and quality as we are.

Di Bella and Sandhurst share the same 'David and Goliath' relationship with our traditional competitors and we both strive for excellence in our chosen markets. It's in our Italian blood – staying true to who you are and to your values. We don't aspire to being a fine dining supplier and we don't try to compete on low prices; usually associated with bad service and low quality. We just try to represent good value for money and associate with customers that have mutual respect for us. We try to find ways we can make better margins for our distributors and better quality for their clients who compete against the 'big end of town'.

It's what has kept us going strong for 25 years and will keep us going for many years in the future.



Feedback from Readers

“THIS IS AWESOME!”

“Thank you for sending me your latest news from Sandhurst. I enjoy reading it every time I receive it. Not only does it present a view on the current food trends in Australia, but it also brings a view on the history of foods and trends that are global such as quality, origin and family values”

-Blas J. Molano,

Leading supplier of Olive Oil from Spain

“It’s so interesting for us to read Mimmo’s Memo. It helps us better understand how the rest of the Italian family of food products is doing. We see that you work only with top quality brands and are proud to serve you too.”

-Sandra Campos,

Leading supplier of Balsamic Vinegar from Modena, Italy

“This is awesome!”

-Kylie Mccullough

Sandhurst Customer



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