

Marketing Update

Strong retail domestic, and export demand.

Australian Pistachio retail brand launched in China.

Investment in the Australian Pistachio “**Wise Crack**” Advertising program continues. Program cost estimated to be \$0.10/kg, or <1% of likely grower return for 2020 crop.

We are **building programs** to create the demand for the upcoming increasing production.

Consumer support for Australian Origin has strengthened.

Australian pistachios have been a frequent “**Special Buy**” offering, stimulating demand.

Strong domestic sales have reduced the expected available volume for export.

Social media - activity continues to gain momentum.

Could you please increase photos? These are a great visual reminder to buy and support Aussie quality 😊

Photos which give ideas, laughter and share the growing, processing story. Help people connect with the employees and the Australian pistachio industry 😊



National TV advertising - 2,374 purchased time slots, 4,632 delivered (50% free slots).

The Wise Crack Aussie Pistachio Campaign

www.aussiepistachios.com.au

THE WISE CRACK

Grown in Australia
LOOK FOR THIS ON THE PACK

HOME GROWN
NOTHING BEATS CRACKING INTO AUSSIE PISTACHIOS FOR A HEALTHY SNACK. GROWN, RAISED AND ROASTED RIGHT HERE IN YOUR BACKYARD, WE'RE PACKED FULL OF GOOD STUFF AND READY FOR SHARING 'ROUND WITH YOUR MATES.
IT'S A WISE CRACK IN MORE WAYS THAN ONE.

SO, WHERE CAN I GET SOME AUSTRALIAN PISTACHIOS?

YOU CAN GRAB 'EM AT YOUR LOCAL RETAILER!

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Commencing building a niche in export markets where we **differentiate Australian** from the mainstream US and Iranian offering.

Online sales in China build momentum.

Promotional program launched, in conjunction with client, in China.

SIRORA REQUIRES A PARTICULAR CLIMATE TO PERFORM WELL. OUR FACTORY SITS AT MURRAY RIVERSIDE, WITH THE LOW HUMIDITY HOWEVER SUFFICIENT WATER SUPPLY FROM THE MURRAY RIVER PROVIDE A FAVOURABLE ENVIRONMENT FOR IT TO THRIVE.

SEMI-DESERT CLIMATE,
DELICIOUS NUTS

MURRAY RIVER, PREMIUM GROWING CONDITION

MURRY河畔 | 黄金产区

sirora开心果对生长环境要求较为严苛
而我们的工厂坐落在莫累河畔
气候干燥但是供水充足，日夜温差大
满足其独特的生长条件
被视作澳洲开心果的黄金产区



气候干燥
坚果香气浓郁



河水灌溉
水质保证品质



果实成熟度高
自然开口



MODERN IRRIGATION SYSTEMS,
ACCESS TO HIGH QUALITY RIVER
WATER

MURRAY RIVERSIDE IS REGARDED AS THE "GOLDEN AREA" FOR PISTACHIO GROW AND PRODUCTION.

GOOD MATURED NUTS,
NATURAL SPLIT

LIGHTLY ROASTED, SLOW PROCESSED

IN PURSUIT OF NATURAL
FLAVOR; LIGHTLY ROASTED
WITH NO ADDED OIL;
ORIGINAL NATURAL FLAVOR
AND COLOUR;

轻加工 | 慢烘焙

追求自然好味

全程无油轻烘焙，保留原色原香

辅以食盐调味，咸香适口



无人工添加
食品添加剂



无熏染
漂白



非高温
油炸

NO ADDITIVE

NATURAL SALT ADDED OVER
PROCESS; APPETISING AND
MOUTH-WATERING.

NO FRY



NO ARTIFICIAL
COLORING OR
BLEACH

**HIGH QUALITY
PRODUCTION
AREA –
AUSTRALIAN
VARIETY AND
NEW SEASON**

**PRECIOUS
SCARCITY –
RARELY
EXPORT AND
HIGH IN
DEMAND**

**JUMBO SIZED
– PURPLE SKIN,
GREEN NUT,
CRUNCH AND
DELICIOUS**


优质产区
澳洲特有品种
应季新货上市


珍贵稀缺
极少出口
量少珍贵


个大饱满
紫衣绿仁
香脆可口

WHILE AMERICAN PISTACHIO WAS HARVESTED IN OCTOBER LAST YEAR, AUSTRALIA SIRORA WAS ONLY PICKED THIS YEAR AND CAME TO STAGE WITH ITS FRESHNESS.



SOUTH AUSTRALIA NEW SEASON /
FRESH DIRECT SUPPLY
OPPOSITE TO NORTH HEMISPHERE'S
SPRING THAT FRESH BUDS BLOOM,
ANIMALS AWAKEN, SOUTH
HEMISPHERE IS WRAPPING UP ITS
GOLDEN HARVEST SEASON.

AUSTRALIAN UNIQUE VARIETY

SIRORA IS AN AUSTRALIAN
UNIQUE PISTACHIO VARIETY,
IT HAS A LONG AND PLUMP
SHAPE.

澳洲特有开心果

sirora是澳洲才有的品种
果实修长，果仁饱满
紫衣绿仁更加凸显美味
果仁有淡淡木头香气和淡淡花香

AN ATTRACTIVE GREEN AND A
LOVELY PURPLE SKIN, THE
KERNEL IS SCRUMPTIOUS WITH
TASTING NOTES OF MILD
SWEET, WOODY AND PINEY.



NUTRITION INCLUDES VITAMIN A,
PROTEIN, FIBRE, POTASSIUM

包装展示

AUSTRALIAN PISTACHIO



PACKAGE DISPLAY

澳洲开心果

NET WEIGHT 1,000G

净含量: 1000克

包装尺寸: 330x193mm

PACKAGE SIZE: 330 X 193MM

The future is looking
good.