

'Taste of . . .' technique used to promote food products

NEW ZEALAND and Canada are both using the 'Taste of...' promotional technique to attract each other's consumers to their food and beverage.

'Try a Taste of New Zealand' is the variant on the 'taste' theme offered to the New Zealand public and private sector interests for the end August 1986 Food Pacific Fair at Expo in Vancouver.

'A Taste of Canada' similarly has been chosen by Canadian planners for an early 1987 promotion throughout Woolworth's New Zealand supermarkets.

The New Zealand promotion is cooperative in character, with companies and industry associations subscribing to the umbrella campaign.

As well as the Department of Trade and Industry, New Zealand has the Food and Beverages Exporters' Council (FBEC) and the Market Development Board (MDB) to give thrust to the 'taste' theme.

Cooperation

The Minister of Overseas Trade, Mr Mike Moore, has fostered the cooperative approach to trade promotion, and worked for the formation of FBEC and MDB to help coordinate a global marketing strategy.

The Taste of New Zealand theme is being hoisted as the flag above exhibitors at Food Pacific by the Department of Trade and Industry. It follows the same theme used at 'Anuga' in Cologne, Federal Republic of Germany - the world's largest international food and beverage fair.

Within this framework individual exporters keep their individuality — promoting their own brand of lamb, venison, wine, fruit juice or other tasty consumables — whilst collectively reflecting the image of New Zealand's clean, green environment.

Exporters at food fairs such as Food Pacific tend to concentrate on presenting their case to the trade — be they selling commodities or branded items.

Awareness

One of the concerns the food exporters have is to create consumer awareness of their generic product and brand.

Behind the 'Try A Taste of New



NZ Prime Minister David Lange and Asia Pacific Books publisher, Anthony Haas, with the 1985 edition of *A Taste of the Tropics*.

Zealand' theme at Food Pacific is a well developed and tested promotional tool — the tastebook — to create this consumer awareness on a self-financing basis.

The tastebook is more than just a cookbook; it is an explanation of how to use the foods in question, a set of recipes, photographs and a buyer's guide.

It is designed and distributed to complement the promotion and distribution of food and beverage in a particular location at a particular time.

The supermarket or other retail outlet purchases its stock of the tastebook in the same way it purchases any other line — and benefits from more than the income generated from sale of the publication.

The retailer and the food or beverage supplier benefit also from the self-financing promotion. The tastebook and products promote each other.

Concept

The tastebook concept has been used by its New Zealand developer, publisher Asia Pacific Books, for more than New Zealand foods.

In 1985 Asia Pacific Books' parent company, Asia Pacific Economic News, sold 78,000 copies of *A Taste of the Tropics* to distributors in Australia, New Zealand and the Pacific Islands who were supplying supermarkets, bookshops and magazine retailers.

A Taste of the Tropics in Australian supermarkets quadrupled the demand for coconuts from Fiji, whose National Marketing Authority was closely identified with the Buyer's Guide, and whose products were sold in the supermarket along with the publication.

A Taste of Seafood, particularly helping consumers throughout Pacific Basin countries, is in production by an Australian and Japanese team.

A Taste of Fruit and Vegetables is in manuscript, prepared by a New Zealand specialist, and ready for adaptation to use in different national markets.

Other tastebooks have been suggested to the publisher of Asia Pacific Books, Mr Anthony Haas, and are being developed along the formula used with earlier titles.

Mr Haas followed up Japanese and Australian interest in tastebooks successfully early in 1986, and after participating in the Food Pacific Fair will be meeting in North America with local interests wanting to apply the tastebook marketing concept.

