



Media Release

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Gourmet Garden launches 'Consumer-Driven' Product Innovations

The face of marketing is changing. Traditional advertising is making way for new media platforms such as social networking, forums, blogs and online marketing which opens up new opportunities for 'two-way' communication with consumers.

Botanical Food Company, makers of the Gourmet Garden range of fresh herbs in tubes, have identified this trend and used two-way communication with their consumers to drive new product innovations.

Gourmet Garden utilised four methods of research to talk to consumers about their brand, range and how they use herbs and spices in their everyday cooking.

Through online surveys, face-to-face focus groups, independent surveys coordinated through "Word of Month" groups and feedback from their website and Facebook pages, three key consumer insights were identified (and acted upon!).

1. Specialty Herbs

Basil, garlic and chilli are staples in most meals. However consumers identified specialty herbs such as dill, rosemary, chives, mint and oregano were needed in their everyday cooking, however not as often and in smaller quantities.

Gourmet Garden's response to this was to switch their specialty herbs of Dill, Rosemary, Chives, Mint and Oregano from 115g tubes (equivalent to 3 fresh bunches) to smaller 80g tubes. The new range of 80g specialty herbs will be available in selected supermarkets from June.



2. New Thyme

Consumers also identified that Thyme was missing from the Gourmet Garden specialty herb range. Thyme is an increasing popular herb ranked in the top 50 sales of dried herbs and the top 10 of fresh herbs, however consumers identified difficulty in finding fresh thyme year round.

Gourmet Garden will launch Thyme in their specialty 80g range in selected supermarkets from June. Thyme with its floral aroma and





lemon-mint taste lends delicious flavour to a wide range of foods including soups, potatoes and as a rub for meats including chicken, fish, pork and turkey. See Appendix for a delicious and warming Chicken & Thyme Casserole recipe.

3. Fresh Seasonings Range

Since their launch in 2009, Gourmet Garden's range of Thai, Mediterranean, Moroccan and Classic Roast "Fresh Blends" has received several awards including "Product of the Year 2010" for Sauces & Marinades and the International SIAL Award in 2010. The range captures a perfect blend of fresh herbs and spices and makes it easy to capture the authentic, fresh taste and aroma of Moroccan, Thai, Classic Roast and Mediterranean meals at home.

However many new consumers were confused about the range. They did not know what a "Fresh Blend" is, what is in the product and how to use it in their cooking.

In response, Gourmet Garden will re-launch their new "Fresh Seasonings" range in selected supermarkets from June.



"79% of consumers we spoke to told us that they understood the name and application of 'seasonings' as it was a familiar term in the dried herb and spice category" says Jacqui Wilson-Smith, Gourmet Garden's head of marketing. "We also have cleaned up the packaging by clearly listing the fresh herbs & spices that make up the product and providing easy usage tips."

"The great thing now is that now we've established these communication channels with consumers, we can continue to correspond with them in the future and build on their feedback to further strengthen our product offering" adds Jacqui.

For more information please visit www.gourmetgarden.com or contact Megan Brabant at megan.brabant@gourmetgarden.com or (07) 5453 2541.



Chicken & Thyme Casserole

(Recipe by TV chef, Dominique Rizzo)



Step 1

Cover 8 chicken pieces with 2 tbsp flour, salt & pepper.

Step 2

Melt 3 tbsp butter in a large pot & brown the chicken for 2 minutes on all sides, remove the chicken & add in 200g diced bacon, brown slightly. Add in 10 pickling onions, 3 tsp Gourmet Garden Garlic, 500g sliced button mushrooms & cook until slightly golden.

Step 3

& add in the rest of the flour mixture. Add 1 cup white wine & deglaze the pan. Add 3 cups chicken stock & 2 tbsp Gourmet Garden Thyme & bring to a boil. Reduce the heat to a simmer & cover. Cook for 25 minutes or until the chicken is tender.

Step 4 Serve hot with mashed potatoes or steamed rice.