

RetailWorld

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VITTORIA

FOOD & BEVERAGE

AUSTRALIA'S NO.1 PURE COFFEE COMPANY*

Do these 3 brands represent 41.7%[^] of your shelf?

VITTORIA COFFEE

Australia's No. 1 Pure Coffee Brand*

Capturing 32.3% Share*

Australia's Best Selling Pack*

CAFFÈ AURORA

No.4 Pure Coffee Brand*



CHICCO D'ORO

200g Ground - No. 5 Selling Product In Units*

Chicco D'oro is Growing at 31.3%*



*Source: IRI-Astec, MarketEdge, Grocery WTD, QTR to 05.04.2015. Total Beans & Ground (ex. Accessories, Capsules & Pulverised), Value (Dollars).

^Source: IRI-Astec, MarketEdge, Grocery WTD, QTR to 05.04.2015. Total Beans & Ground (ex. Accessories, Capsules & Pulverised), Units.

*Source: IRI-Astec, MarketEdge, Grocery WTD, QTR to 05.04.2015. Total Beans & Ground (ex. Accessories, Capsules & Pulverised), Volume (Tonnes).

NEWS

COLES STAR PERFORMER FOR
WESFARMERS | WOOLWORTHS
OUTLINES THREE-YEAR STRATEGY

RETAIL NEWS

ALDI LAUNCHES FOUR
STORE TRIALS | CONCEPT STORE
TRIAL FORMATS

CATEGORY REVIEWS

EGGS | BABY, TODDLER & KIDS |
COFFEE | HEALTH FOOD
& NUTRITION

BUSINESS

LEGAL | MARKETING |
PACKAGING & DESIGN |
STORE EQUIPMENT

More from Moredough Kitchens

Veteran caterer Mandy Gray founded Moredough Kitchens in 2005, beginning with a range of full-flavoured cooking stocks made just as they would be at home. The Moredough Kitchens range has expanded to include high-quality grissini and mayonnaise, which are distributed to independent food stores throughout Australia by Raw Materials.

The latest launch from Moredough is a line of soups in 500ml pouches. The range comprises Lamb, Rosemary & Pearl Barley, Ham Hock & Red Lentil, Potato & Leek, Minestrone, Thai Pumpkin and Cherry Tomato & Smoked Paprika.

"I know how incredibly busy our lives



are, mine included, so I put this range together based on the soups that our family survive on all year round at home," Ms Gray said.

"They are all really hearty and will provide you with plenty of nourishment. I hope that you enjoy eating them as much as I enjoyed creating them."

RRP: \$6.95.

Website:

www.moredoughkitchens.com.au

Stockist inquiries: 1300 305 129.