

SUPPLIER IN FOCUS



Matt Hurle, National Account Manager, COCOBOOST



TELL US A BIT ABOUT YOURSELF

I'm a dad and partner to a very supportive family. I've spent the past 10 years embedded in the Australian start up community, with a fascination for marketing technologies and a passion for consumer brands. My first start up was an online tea brand which gave me an appreciation for natural wellness ingredients.

WHAT IS THE BEST INVESTMENT YOU HAVE EVER MADE?

Outside of COCOBOOST, I'm lucky to be an investor in the influencer platform TRIBE, and I'm also the Co-Founder of Brandcrush, a brand activation platform that allows retailers to manage trade marketing and monetize foot traffic in a new and exciting way.

HOW IS YOUR COMPANY AND PRODUCTS PERFORMING YEAR TO DATE?

The response to COCOBOOST has been outstanding, we've had strong support from retailers and a fantastic response from consumers. The range and positioning fill a clear gap in the market, between functional beverages and plain coconut water.

WHAT ARE YOU DOING TO ASSIST NEW SUNRISE MEMBERS TO IMPROVE SALES & PROFITS?

We're excited to be a supporting partner in the Passport to Profit Program and look forward to our first promotion in January, beyond that we're investing heavily in geo targeted social campaigns, influencer marketing and sampling to drive consumers into store.

WHAT IS THE BEST PIECE OF ADVICE YOU COULD SHARE WITH NEW SUNRISE MEMBERS?

You become "the average" of those around you. Choose people who BOOST you up.



COCO BOOST is available to order from The Distributors, and is on promotion in Period 4. See page 17 of On Promo.