

# Supplier in Focus



## Tell us a bit about your company?

Patties Foods is a true Australian success story, growing into a leading Australian manufacturer, supplier and marketer of branded frozen savoury and dessert products. In 1966, after working at their local bakery, Peter and Annie Rijs bought a small cake shop named Patties in Lakes Entrance, Victoria. Wanting to offer their customers more than just sweet treats, they introduced freshly baked bread rolls and delicious hot pies to the menu. It wasn't long before their business began to boom and bite by bite, the Patties legend began to grow. By the mid-80s, thanks to its famous pies, pastries and party food, Patties had become a household name. We're now one of the leading Australian-owned frozen food companies and continue to build on the family's vision to deliver great tasting, honest food to all Australians, no matter what the occasion. We own a high quality portfolio of iconic Australian brands which include Four'N Twenty, Patties, Herbert Adams, Nanna's, Ruffie Rustic Foods and Boscattle. Patties Foods maintains the values reflecting its origin as a family-owned company. We are the custodians of a unique portfolio of brands that have become household names across the nation.

## How are your brands currently performing in convenience?

Total On the Go Savoury Market is flat YTD, however, the Four'N Twenty brand continues to resonate with consumers. The Four'N Twenty brand in +23.1% dollar growth and 21.2% unit growth (MAT to 08/05/22). This has been driven by the Four'N Twenty Traveller and King Size Sausage Roll ranges.

## What consumer insights are driving your brand ambitions in 2022?

The key occasion for hot pastry sales is the breakfast and lunch occasion. Therefore it is essential to ensure that you have adequate stock available during these peak selling periods.

PATTIES TOP 10 PRODUCTS	
1	Four'N Twenty King Size Sausage Roll 180g
2	Four'N Twenty Traveller Beef Pie 160g
3	Four'N Twenty Cheese & Bacon King Size Sausage Roll 180g
4	Four'N Twenty Classic Meat Pie 175g
5	Four'N Twenty Traveller Beef, Cheese & Bacon Pie 160g
6	Four'N Twenty Chunky Angus Beef, Cheese & Bacon Pie 175g
7	Four'N Twenty Traveller Beef & Pepper Pie 160g
8	Herbert Adams Cheese & Spinach Roll 190g
9	Four'N Twenty Chunky Angus Beef & Pepper Pie 175g
10	Four'N Twenty Snack Sausage Roll 125g

## What are your 'Big Bets' in 2022 that will drive New Sunrise members' overall profitability?

Continue to support the high growth rate of the Four'N Twenty Traveller portfolio with everyday case deal funding to assist stores complying to the Four'N Twenty Traveller Pie EDLP activation. The launch of the Four'N Twenty Loaded Rolls, will assist in driving trial for consumers and deliver incremental profit dollars and sales.

## What is the best advice you can provide to New Sunrise members?

Ensure you have your sufficient stock availability of pies and sausage rolls for consumers during peak selling periods. Poor stock availability = missed sales opportunity.

## What exciting NPD is being launched

- ✓ Four'N Twenty Loaded Meat Lovers Roll
- ✓ Four'N Twenty Loaded Brekkie Roll
- ✓ Four'N Twenty High Protein Traveller Pie

## What do you enjoy from your trading relationship with New Sunrise?

New Sunrise provides fantastic support for our category growth initiatives and NPD. In addition, New Sunrise makes you feel like you're part of the family, through numerous local and community initiatives e.g 'Heart of the Nation'. Patties are proud to partner with New Sunrise and its members.

