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An Australian owned and made manufacturer, Sanitarium has built its business on the belief that everyone deserves access to healthy food at an affordable price. The company has served Australian families with goodness since 1898. Our head office is located on the Central Coast, NSW, with operations in Brisbane, Carmel (WA), New Zealand, and a growing presence in China and India.

The entire Sanitarium team are passionate about creating quality and nutritious products that support a healthy life. Caring for our communities is a key company philosophy - because when every person can access what they need to eat well, life becomes better for us all.

What categories do you play in?

Impulse milks (Flavoured Milks & Protein Drinks), Grocery & Barista Milk. You are likely familiar with our brands Weet-Bix, UP&GO, Toatl, So Good and Vegie Delights.

How are your brands currently performing in convenience?

All brands are performing exceptionally well, with outstanding growth across the board:

UP&GO - leading brand in the Liquid Nutrition category

UP&GO - leading brand in Protein Drinks category

Toatl – New brand achieved an impressive 3% of the share of the flavoured milk market - one to watch!

What consumer insights are driving your brand ambitions in 2023?

Shoppers are hungry for great value. We've discovered that this doesn't always necessitate a price drop. For example, we are seeing significant growth in our UP&GO Protein range - shoppers enjoy the extra nutrient boost without paying more for an additional source of protein.

In the current economic climate, we've seen our consumers embrace Sanitarium as a brand they love and trust. Over the next year we will strengthen this connection through continued commitment to outstanding service, great value, quality, and nutrition.

TOP 13 PRODUCTS WITHIN THE CONVENIENCE CHANNEL

BARS	
1	UP&GO Energize chocolate bottle 500mL
2	UP&GO Chocolate Ice Bottle 500mL
3	UP&GO Vanilla Ice Bottle 500mL
4	UP&GO Choc Ice Liquid Breakfast 350mL
5	UP&GO Energize Vanilla Bottle 500mL
6	UP&GO Vanilla Ice 350mL
7	UP&GO Energize Strawberry Bottle 500mL
8	UP&GO Banana 350mL
9	UP & GO Energize Banana 500mL
10	UP&GO Strawberry 350mL
11	TOATL Oat Milk Chocolate 500mL
12	TOATL Oat Milk Strawberry 500mL
13	TOATL Oat Milk Caramel 500mL

What are your 'Big Bets' in 2023/2024 that will drive New Sunrise members' overall profitability?

UP&GO (Protein) is the current brand leader in Protein Drinks. We expect to maintain this position and for this product to continue to make the biggest splash in this category.

Toatl is quickly gaining traction in the flavoured milk category as retailers expand from ranging 2 SKUs to 3 SKUs with more retailers coming on board.

We also anticipate some exciting opportunities to leverage our Grocery products – stay tuned!

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

Trust yourself - you know your store better than anyone! We happily provide support and ideas on how to get the best from Sanitarium products. Leverage this information and try new things!

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

We value our relationships with New Sunrise members and find them inspiring to work with! They are as keen as us to drive business and make things happen. It's obvious that they work tirelessly to provide value for their stores. Best of all, New Sunrise members are willing to test new strategies and learn alongside us.

