



THE MARKET

The Gravy and Sauce Mix market consist of a wide range of easy to prepare and ready made gravies and sauces. These can be prepared on the stovetop, made instantly by just adding boiling water or even easier with the ready to serve ranges of microwaveable gravy. Gravox® is the dominant brand and market leader in the Gravies and Sauces category with 59% value share¹.

The category is separated into several segments



including box powders, dry mix sachets, canister and microwaveable ready to serve liquid gravies and sauces. Gravox has a wide range of products on offer in all segments including two gluten free variants – Roast Meat and Traditional in the canister range.

Australian retail sales of the Gravy and Sauce category are currently \$89 million. Australians consume approximately 7 million tonnes of gravies and sauces over the course of a year.

The Australian Gravy and Sauce segment continues to grow at around 11% per year; the Liquid Gravy Segment is predominantly driving this growth. Over the last two years the segment has had three new entrants propelling the growth to 82% and has recently overtaken the most established segment, box powder, in value.

Currently 65%² of households use gravies and sauces and these are purchased on average once every 8 weeks.

Gravox has also had a presence in the stocks market since 2003. It first launched Gravox concentrated liquid stocks in 2002 with a range of flavours. These were replaced in 2005 with a range of Liquid Stocks in Chicken, Beef and Vegetable variants. Currently the Liquid Stocks market is valued at \$48M and Gravox has 7% value share.

ACHIEVEMENTS

Gravox is an iconic Australian brand. Australia's top ten products in the gravy and sauce category are represented by Gravox brands. Gravox is currently the number 1 brand nationally across all segments and Gravox sales are approximately \$52M per year and growing at 13%. In the total Gravies and Sauces segment there are several major competitors but the 2nd largest brand is still only 11% of the total segment.

Over the last 90 years the Gravox brand has consistently offered quality products to generations of Australians and the recent new product launches have ensured Gravox continues to be relevant to today's families.

HISTORY

Gravox was first registered in Australia in 1917. The famous brand was derived from the combination of the words Gravy and Oxo to become Gravox. However, the brand did not become established until World War II when Bisto was in short supply due to import restrictions. In 1953 Cerebos Foods Australia acquired the Gravox brand from Klembro Pty Ltd. The original Gravox gravy powder was manufactured from flour to which was added a selected blend of colour, flavourings and spices. The powder was prepared by mixing with water, stock or meat juices, creating tasty gravy.

In 1968, Rank Hovis McDougall, a British



company with large flour milling and bread making interests acquired Cerebos (Australia) and Cerebos Foods (New Zealand). GravoX Flavoured Gravies were relaunched in 1970 as Sauces (they were repackaged and reformulated). In 1990 Cerebos Pacific Ltd was acquired by Suntory. Suntory was first established in 1899 making port wine and has expanded its business with worldwide interests in the whisky, beer, beverages, food and food service, pharmaceuticals, horticulture products and publishing industries. In 2001 the GravoX range of concentrated stocks was launched in a resealable glass bottle. 2004 saw the icon brand roll out a fresh and contemporary new logo design across all ranges.

THE PRODUCT

Since 1917, successive generations of Australians have enjoyed using GravoX to add that special touch to meals, whether it's a steak, roast or casserole. The GravoX brand spans some 40 lines in the Gravies and Sauces segment. The products are quick and easy to use and produce a lump free, delicious tasting gravy.

The box powders can be prepared on the stovetop or in the microwave by combining their flavours with the full flavours of pan juices, or they can be made instantly by just adding boiling water. The sachet and canister segments are a range of instant gravies and sauces, just add boiling water and stir for mouth-watering flavours including Diane, Brown Onion and Chicken. GravoX has strong links to traditional roast dinner with the Traditional and Roast Meat flavour being Australia's favourites gravies. However, GravoX can be used to add flavour to a variety of dishes including casseroles, pies and stews. The latest launches of ready to serve microwavable gravies and sauces are so convenient, just snip off the corner and microwave for 40 seconds, no messy pans to wash up. The jug-shaped pouch features a Cool Touch Zone™ for easy pouring.

GravoX is produced by Cerebos Foods in Seven Hills, Sydney. Established on 16 acres of land, the



manufacture of GravoX employs modern production and packaging technologies and strict quality control procedures. There is a dedicated, on site Research and Development team to provide continuous product improvement and new product development.

RECENT DEVELOPMENTS

The GravoX brand is constantly being updated and in 2004 underwent a face-lift with a new logo and packaging redesign. The new look packaging carries on the strong brand images whilst having a fresher and more modern appeal.

New product developments have enabled GravoX to launch products that are more convenient and quicker to prepare without compromising on taste quality and performance.

PROMOTION

Families have been going home to GravoX since the 2nd World War and a strong association with the traditional Sunday roast and family gatherings has been at the heart of the GravoX image.

The "Going Home to GravoX" theme was originally used in 1982 and reflected the traditional values of the Australian family, wholesome foods and reliability. In 1998 the "Gravy Train" advertising campaign enabled the brand to communicate quick and easy meals solutions that could be used every day and not just for Sunday roast. The tag line for the campaign was "Little Effort, Big Results".

In 2005 GravoX advertised its new ready made microwavable gravies and sauces and continued to use the same tag line. Over the years GravoX has rewarded loyal consumers with on pack product giveaways, competitions and car giveaways. Last year a GravoX website was launched to provide consumers with delicious recipes, product information and hints and tips.



BRAND VALUES

GravoX is an iconic brand that reflects the values of the families throughout the eras. GravoX is a brand that has been enjoyed by generations of Australian families and has proven to be trustworthy and reliable.



¹ Source AZTEC MAT to 08/04/07

² Source AZTEC Shopperview MAT 13/05/07

THINGS YOU DIDN'T KNOW ABOUT GRAVOX®

- 4.5 million Australia households have a GravoX product in their pantry.
- The famous brand was derived from the combination of the words Gravy and Oxo to become GravoX. However the brand did not become established until World War II when Bisto was in short supply due to the import restrictions.
- As well as being found in pantries across the nation GravoX also has its own website www.gravox.com.au.
- GravoX sells 7.3 million units in the week before Christmas, an increase of 40 per cent.