



MAY 2015

CASE STUDY

The Muesli: It's what's not in it that makes it special

Emma Dumas initially created The Muesli for herself, her family and friends, but when it became evident how popular her blends were, she decided to start selling them professionally. It wasn't until her homemade zip-locked muesli packs started flying off the shelves at personal training studios and gyms that Emma realised just what a unique product she had and why. It was then she started manufacturing her products professionally, and she hasn't looked back since.

'The Classic' and 'Gluten-free' varieties have become popular, firstly, because they are sugar-free, but are also because they are raw, all-natural, high in protein and more than 50% made up of premium Australian Grown ingredients, unlike any other mainstream cereals and mueslis on the market.

"I started making The Muesli because most of the cereals and muesli products I found on the supermarket shelves were very high in sugar, and I had a product which contained no sugar but was still delicious and sustaining," Mrs Dumas said.

"I'm a foodie first and foremost, so it has always been very important to me to produce a tasty product before meeting any other requirements. The Muesli ticks that box, but it's also a healthy product with an exceptional nutritional profile.

"Made in Australia from only great-tasting premium raw ingredients, The Muesli is 97% sugar-free and fructose-free with just a tiny percentage of naturally-occurring sugar in the nuts, seeds, oats, brown rice flakes, puffed amaranth and coconut we use. So it's what's not in it that makes it special."

Mrs Dumas said she was proud to be able to brand her products as Australian, and that certifying her products to carry the Australian Made logo had seemed an obvious way to promote that characteristic, because people look out for it and recognise it immediately.

"The logo makes an enormous difference," Mrs Dumas said.

"Consumers here in Australia and in our neighbouring Asian countries want to buy Australian food – they are looking for products that have been manufactured to Australia's high quality and safety standards – and when you have the Australian Made logo on your products, they don't have to ask, they know it's genuinely Aussie."

"Initially we used the stickers on all of our products, but when we repackaged we incorporated the logo into the artwork on our packaging, and we're really happy with the results," Mrs Dumas said.

"Interestingly, we've found that many of the independent retailers we've approached stock a lot of imported premium products, and they have been receptive to our product because it is Australian Made."





Mrs Dumas said that having an accessible product had also helped get The Muesli off the ground.

“We pride ourselves on being able to get The Muesli to anyone, anywhere in Australia for a maximum of \$5 postage. It’s a great product that’s accessible to everyone,” Mrs Dumas said.

The Muesli is also available in IGAs around the country.

Having a great Australian Made product has also helped open doors in export markets. Mrs Dumas said the company was already exporting to Korea after a successful Government-supported trade mission to the Seoul Food & Hotel trade show last year, and had high hopes of securing more international business after being accepted for a second Government-supported trade mission this year to both the HOFEX and Seoul Food & Hotel trade shows.

“We are thrilled to have been given the opportunity to participate in Business Victoria’s exhibitions at HOFEX and Seoul Food & Hotel in 2015. The small grant we have been provided with will assist with flights, accommodation and of course the exhibition space. We are very lucky to have been given the opportunity,” Mrs Dumas said.

For more information about participating in trade missions, visit your local state business resource centre, or www.austrade.gov.au.

To find out more about The Muesli, visit www.themuesli.com.au.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo’s use also require that it must always be used with one of five descriptors; ‘Australian Made’, ‘Australian Grown’, ‘Product of Australia’, ‘Australian Seafood’ or ‘Australian’ (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au