

# Australian Made logo

## Promoting food & beverages overseas



The Australian Made, Australian Grown (AMAG) logo is central to 'Brand Australia' both at home and abroad, and encapsulates many of the wonderful attributes Australia is famous for. In export markets, the AMAG logo makes the 'Australian connection' instantly and clearly, providing recognisable third-party accreditation and delivering confidence to consumers.

Australian food and beverage products sold domestically are unable to carry the AMAG certification trade mark as a standalone country of origin symbol. Instead, these products must carry the Government's mandatory country of origin food label.

However, food brands have the option of applying the AMAG logo to their exported food products and capitalise on the logo's power in export markets.

For use in Australian & export



Export only



## International preference for Australian food and beverages



**59%**

of international consumers would give preference to Australian wine, beer & spirits



**52%**

of international consumers would give preference to Australian food & non-alcoholic beverages

**Research shows prominent placement of the AMAG logo is the best way of increasing international consumer consciousness to buy Australian.**



**97%**  
have a positive first impression of the AMAG logo

**91%**  
prefer the green and gold to other colour combinations

**87%**  
believe products carrying the AMAG logo are from Australia

**72%**  
became intrigued about a product once they saw the AMAG logo

## Product labelling

In export markets, businesses licenced by AMCL can use the AMAG logo and appropriate, approved descriptor ('Australian Made', 'Product of Australia', 'Australian Grown', Australian Seafood, 'Australian') directly underneath.

There is no requirement to include the government's bar chart showing percentage of Australian ingredients.



## Advertising

The AMAG logo strengthens a product's country of origin claim and is often a key element in advertising strategies. The AMAG logo can be used in all advertising material relating to registered products, including TV, print, out-of-home and online advertisements.

## Point of sale & retail promotions

Research shows international consumers want to purchase Australian products and produce. Make it easy for them to identify your products as Australian. Supply retailers with relevant merchandise and talk to them about the best way to promote your goods.



## Brand activations & trade shows

The fact that your product is Australian is a key selling point, make sure your business partners, importers, retailers and distributors are aware of this. Include the AMAG logo and statements about the authenticity of the origin of your product on your promotional material at events and trade shows.



The AMAG logo is a registered trademark in China, European Union, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, United Arab Emirates, United Kingdom, United States of America and Vietnam. The legal process is underway for it to become registered in Canada, New Zealand, and Thailand.