

We invite you to be part of a very special Television event



Dining Downunder™

A new cooking show on our authentic Australian cuisine
featuring on-screen chefs; Vic Cherikoff, Benjamin Christie and Mark McCluskey



Turning International Cuisine Upside Down!



is a new cooking show that features everything that is Downunder. The series has aired on the NBN Network and first screened on the ABC Asia Pacific Network in August 2004. It is set to replay in 39 countries and to a conservatively estimated 9 million households and over 200,000 hotel rooms!

We invite you to be part of our television series through strategic partnership and derive the benefits of a close association with this unique and widely acclaimed show.

Do you want to promote your brand in throughout Asia?

Do you want maximum exposure and guaranteed results?

We are looking to build on-going strategic partnerships with Quality Australian and New Zealand (Downunder) brands

TIME IS RUNNING OUT, ACT NOW!

To learn more about this exciting opportunity read on ...



visit www.dining-downunder.com

Dear potential partner,

Thanks for your time in reading this letter and I hope that we can collaborate in the Asia Pacific region in the short term and perhaps in other relevant markets over time. This one page summary outlines the benefits we offer you. Please refer to the remaining information for more details or call us to discuss your requirements.

Differentiate your brand

We bring the **power of television** and a successful cooking show format to **drive the demand chain for Australian and New Zealand companies** (both our cultures identify with the tag 'Downunder'). The link between the show and our partner companies' brands could be carried all the way through to store level by using shelf-talkers with "As seen on TV on Dining DownunderTM" or with other cross-promotional campaigns. Think of how these will make your product stand out in the minds of your target market and from crowded category shelves.

Hotel promotions to food service and consumer markets

Another part of our brand building activities is our international hotel events, which we call Dining DownunderTM Australian (and now New Zealand) Cuisine promotions (see the accompanying brochure). An important aspect of our promotions is the Hospitality Event or Chefs' Table where we present a qualified endorsement of your products to food and beverage decision makers in other establishments in the venue city.

On-going merchandising

We also offer opportunities for logo placement on our chefs' jackets and on merchandise we will be launching, including black chef's aprons with an Aboriginal (or Sydney) design panel, chef hats, tote bags, knife kit bags and other items relevant to our culinary and cultural focus. It should be noted that a second series now in pre-production provides still other opportunities of involvement.

Optimise your export efforts

Our offer is most effective for companies which have developed an export strategy and need to create, build and manage brand awareness and get the best ROI possible - companies which realise that a great brand delivers **significant advantages**: These include increased shelf space, preferential treatment and payment terms, premium returns, access to new distribution channels and new markets, exclusivity and most importantly, on-going consumer, retailer (sic) and wholesaler loyalty.

Commercial positions now being allocated

Dining DownunderTM is to go to air on the ABC Asia Pacific network in October and limited commercial positions are now available. Please contact Dan Clark or Vic Cherikoff to discuss your commercial position in association with our successful promotional program. It will be the best investment you can make in marketing your product (or service) across the Asia Pacific region.

We look forward to your phone call.

What it's all about

Dining Downunder[™] is a different style of cooking show with the intention of making the world aware of our distinctive Downunder cuisine, our clean and green agricultural productions and particularly the use of native Australian ingredients in combination with selected Australian and New Zealand brands. The hook of our unique and delicious native flavours has generated huge interest in the show and the first series enjoyed a successful screening into 32 countries in late 2004 on ABC Asia Pacific following airing on NBN and WINTV in regional Australia earlier that year.

What we've already achieved

To give you an idea of our impact, 13 weeks in front of our audiences in the millions led to invitations for us to run our Australian cuisine promotions in Thailand, Guam, Malaysia, the UAE, Japan, South Korea, Vietnam and the Philippines and it hasn't stopped there. Our reputation as effective promoters of Australian products as well as export consolidators resulted in invitations to Russia, the USA (right and left coasts) and back to the Czech Republic with expressions of interest in Bulgaria, Romania and Slovakia. We have taken numerous brands with us into these markets where we have featured alcoholic beverages, both domesticated and game meats, seafoods, both fresh and processed, Australian olive oils (pure and infused), cheeses, ice cream and other dairy products, ginger and its products, chef knives and clothing and even Australian cosmetics (utilizing indigenous ingredients).

The opportunity

We will again be on air throughout the **Asia Pacific region** from October and run for 13 weeks, this time in 39 countries. Please refer to www.dining-downunder.com for more information on the show. Please also realise that the show will air into 9 million households including **over 200,000 hotel rooms** (which equates to an additional 2-3 million viewers, generally of A and B consumers). This provides a huge opportunity, particularly as part of an export, brand building strategy. It is also worth noting that the ABC Asia Pacific network has measured an expatriate audience of less than 2% and so the target market is predominantly made up of the local population.

In parallel to the series, we have developed **Dining Downunder**[™] **Promotions** for food service and some retail outlets. These promotions allow hotels, resorts, restaurants and selected retailers to undertake full scale Australian or New Zealand promotions focusing on our unique food offerings and associated product. This promotion is then linked back to the television show which we plan to develop into an international series of some repute. This allows us to deliver **on-going exposure**; celebrity chef endorsed brand building as well as various product support and additional media opportunities. Future promotions are already booked well into 2006 and we are developing state of the art, audio-visual presentations to create a sense of excitement to each event and integrating cultural showcases where relevant.

Our Ambassador Chef program

In order to effect these promotions, an Ambassador Chef program is being expanded with the current 5 chefs growing in number to fit the demand. Training these chefs to achieve our directed outcomes is basic to the program as we are committed to delivering sales to our partner companies, such as yours.

Starting last year, we were a feature in "Touch & Taste Australia" at the Corinthia Tower Hotel in Prague in the **Czech Republic**. We are back again soon for a repeat performance in another hotel and the concept is being copied in other countries in the region. The promotion included various culinary events as well as a mini Trade Fair supported by Austrade and promoting all types of Downunder products. This approach proved very successful, delivering **the biggest trading month** the Corinthia ever had and leveraged the event in terms of media coverage and exposure for the hotel. Exports of

Australian lamb, wines, several indigenous influenced cosmetic ranges, macadamia nuts and some other gourmet food lines have grown since this time along with numerous shipments of native Australian ingredients.

Other events to that in Prague followed in **Phuket, Dubai, Abu Dhabi, Kuala Lumpur, Guam, Seoul, Moscow and Nagoya**. In planning and negotiation, are promotions in various cities in **Europe** and **Latin America** and we are soon to sign off on events in **Thailand, the Philippines and Korea**. Additionally, some of our past venues (in Czech Republic, Guam, Japan, Seoul and Moscow) have invited us back for a return visit and we use these opportunities to provide on-going support to the brands with which we are associated.

Join us in the Asia Pacific

Your company's brand(s) can share in the **sense of celebrity** we create through the television show and our off-air promotions. We provide a personality or persona for your 'product' with the desired outcome of results for effort. For brands with product in market, we ensure repeated purchase by supportive customers and hence on-going, strong sales. Our entire focus is results driven for your advantage to our pan-Asian audience as we provide trusted and qualified referral to 9 million plus, potential clients.

We understand that our on-screen chefs can build a strong connection between your brand and your customers, delivering all the **benefits of premium brands** with a following. Your business outcomes will be better served as we **strategically build your brand presence** linked to our Downunder food promotions providing a stabilising, dominating market force and a powerful, unique selling position.

Dining Downunder™ helps leverage your marketing efforts, it dimensionalises your opportunities and differentiates your export range from the dozens of other me-too brands competing in your company's product category. There is no comparable marketing value spend bar none.

I am sure you will be excited with the value in my offer to join Dining Downunder™ Promotions and I look forward to offering you a low cost, high return, investment for the **Asia-Pacific package and a staged promotional rollout**. This will align our efforts and focus our activities in taking Australian and New Zealand brands into world markets and complement your organisation's supply chain management with our high profile demand chain focus and powerful brand management.

And our Guarantee

Let me sweeten the deal further. I undertake to guarantee that if our efforts in combination with your market focus over the next 24 months, do not result in twice the profit you need to cover the investment to be involved, **we will gladly refund your money**.

What is that one thing that companies and particularly marketing departments want?

Certainty. Well we take out any uncertainty and we bear the risk. Sure, it is a reflection of my confidence in our ability to deliver on our promises but we are also screening the products on offer and are only approaching forward thinking companies with a good chance of achieving the growth we predict is possible in the export markets we reach.

With this in mind, consider the **lifetime value** of the customers we bring to the table on your behalf: Airlines, hotels, caterers and a selected demographic of consumers will know and trust your brand. Better still, your product will jump out from the sea of similar products through the use of shelf talkers and shelf wobblers which remind shoppers your product is "As seen on TV on Dining Downunder™".

You will appreciate that I am investing in your business as you are in mine. What we bring to your product is knowledge of enough markets to make our proposal work, a very logical concept, a huge amount of tenacity and perseverance to make it work.

Look at our track record:

- Vic Cherikoff started the native food industry in the early 1980s
- Collaborated with growers to narrow down a selection of wild food species with the characteristics to perform as a commercial range
- Educated the culinary markets via TAFE curriculae and my own series of courses for chefs
- Exposed manufacturers to my ingredients and currently supply numerous mainstream players including herb and spice companies, grocery, bakery and breakfast cereal companies and a swag of international SMEs
- Wrote three successful books (The Bushfood Handbook, Uniquely Australian and The Dining Downunder cookbook – the last collaboratively with [Benjamin Christie](#))
- Produced, funded, hosted and represented the cooking show series which has already screened in 32 countries and is about to replay on the ABC Asia Pacific network across 39 countries
- In collaboration with International Chef, Benjamin Christie, we have facilitated Australian promotions throughout Asia, recently extending them through Europe and into the USA as a growing activity for what I call our Ambassador Chef program
- We collaborate with Austrade at numerous trade events (PHARE, Australia Week, Touch & Taste Australia etc) and are currently working with Business Club Australia
- and a lot more to come ...

Business doesn't just happen. You know that each product per market needs significant marketing support. However, traditional advertising and general promotions are losing their impact and effectiveness as we become supersaturated with advertisements, banner ads and brands. Current estimates tell us that consumers are inundated with over 20,000 advertising and brand impressions each day so it is more imperative that marketing expenditure is not relegated to this wasteland. The cost of simply reaching consumers has increased four-fold over the last 10 years yet its efficacy has dropped by a third. Clever marketers need to find a better way.

Using an association with a highly visible, interesting and entertaining vehicle like our show to drive sales is what marketers call leverage. This way to grow sales is far more predictable and there are many examples of the system at work. Look at the brand positioning in films, celebrity endorsements and associated marketing of joint venture relationships e.g. confectionery as ice creams.

Our own marketing strategy was stated at the outset of this letter. Please consider our offer again:

We bring the **power of television** and a successful cooking show format along with food service and retail promotions to **drive the demand chain for Australian and New Zealand companies**. I hope that you join us in showing our export markets just what we eat and drink and what they have to try, when Dining Downunder™.

Kindest regards,
Vic Cherikoff, Benjamin Christie and Dan Clark

PS We go to air within a few months so time is limited. Act now to get on board.