



THE MARKET

The Gravy and Sauce Mix market consists of a wide range of easy to prepare packet gravies and sauces. These can be prepared on the stove top or made instantly by just adding boiling water. Gravox is the dominant brand and market leader in Australia with a market share of 58%.

The category can be segmented into multiple use products, such as box powders and canisters, and single use sachets. The Gravox product range includes offerings across all three segments of the Gravy and Sauce Mix category.

Australian retail sales value of the Gravy and Sauce Mix category is approximately \$55 million. Australians consume over 5 million tonnes of packet gravies and sauces, over the course of a year.

The Australian Gravy and Sauce Mix market continues to grow by around 5% a year in value, driven by the convenience and variety offered in the sachet and canister segments. Currently, 71% of households use packet sauces and gravies, purchased on average once every 6 weeks.



ACHIEVEMENTS

Gravox is an Australian household name, and its high profile is backed up by success in the marketplace. In fact, Australia's top ten product lines in the Gravy and Sauce Mix category are all branded Gravox. Market research shows 68% of Australian households believe Gravox is ideal for today's needs.

Gravox has 58% retail value share, with its nearest competitor holding a share of only 18%. This can largely be attributed to the loyalty and trust consumers have for the Gravox brand name and the quality of products it offers. Currently, Gravox sales are approx. \$32m a year and still

growing at a rate greater than the total market despite aggressive competition in the market.

Over more than 80 years, the Gravox brand has consistently offered quality gravies and sauces to generations of Australians. Gravox can be relied upon for rich brown gravy and easy sauces that work every



time. Gravox is the top selling brand of packet sauces and gravies in the Australian retail market.

HISTORY

The Gravox brand was first registered in Australia in 1917. This famous brand name was derived from the combination of the words Gravy and Oxo, to become Gravox. In 1953, Cerebos Foods Australia Ltd acquired the Gravox brand from Klembro Pty Ltd, the then manufacturers of boxed Gravox gravy powder.

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 the tasty gravy.

In 1977 a new range of gravies and sauces was launched under the Gravox Gravyboat brand. These products came in a unique and innovative resealable canister pack. The product range was enthusiastically received in the market place as the only multi use, resealable



gravy mix that could be prepared instantly, simply by mixing the product with boiling water without adding traditional pan juices.

THE PRODUCT

Since 1917, successive generations of Australians have enjoyed using Gravox to add that special touch to the family meal - whether it's a roast, casserole or steak. Today Gravox continues that tradition, with an exciting range of gravies and sauces to help make every recipe a success.

The Gravox brand spans some 40 product lines, including the traditional box gravy powder, single serve sachets, instant multi serve canister ranges and casserole mixes. Gravox products are quick and easy to use. Gravox gravies and sauces can either be prepared on the stovetop, combining their flavour with the full flavours of pan juices, or they can be made instantly by just adding boiling water. Either way, the cook can be sure that there will be no lumps and the perfect gravy or sauce will result every time.

Gravox is strongly linked to the traditional baked dinner as the finishing touch that can be relied upon to enhance the meal. However, in reality the usage of Gravox stretches way beyond this. Gravox is an excellent flavour enhancer for many other dishes such as chops, steak, sausages, chicken and of course chips. It can also be used as the base ingredient in a variety of casseroles, stews and pies for added colour, thickness and of course flavour.

Tried and tested family favourites include Roast Meat, Traditional, Supreme, Chicken and Brown Onion gravies as well as Diane, Pepper, Mushroom and Cheese sauces.

Gravox is produced by Cerebos Foods in Sydney, Australia. Established on 16 acres of land at Seven Hills in Sydney's west, the manufacturer of Gravox employs modern production and packaging technology and strict quality control



procedures. There is a dedicated Research and Development team on site who create new products and continue to provide consumers with high quality products. The company now employs over 300 Australians and has sales offices in every state.

RECENT DEVELOPMENTS

The Gravox brand image has constantly been updated and reinforced via advertising to keep the brand and products relevant to today's consumers. The brand has stood the test of time with today's product range reflecting the authenticity of the brand's heritage through a high quality and extensive product range. Modifications, by way of technical improvements and new flavour offerings, have been made over the years. These have made the products more convenient and quicker to prepare, without compromising on taste, quality and performance.

Gravox's strong association with family occasions and the roast, led to the launch of Festive Roast Turkey Gravy, in 1996. This is now a seasonal product line, offered annually during the Christmas period.

PROMOTION

Families have been going home to Gravox since the second world war. A strong association with the traditional Sunday roast and family gatherings have been at the heart of the Gravox image. Naturally enough, these images have also provided the theme for most of the promotion for the brand.

The "Going Home to Gravox" theme was originally used in 1982. The brand's advertising has for so long reflected the traditional values of the Australian family, wholesome food and reliability, that they have now become synonymous with the Gravox brand.

In 1998, the "Gravy Train" advertising campaign helped contemporise the Gravox



image via quick and easy meal solutions that could be used by the family every day and not only for the Sunday roast. The range of three television commercials promoted the versatile range of Gravox Instant gravies and sauces with the copy line "Gravox. Little Effort. Big Results."

In the main 30 second television commercial, the tradition of Gravox as the cook's assistant is handed down to a younger generation when the mother reveals to her daughter that for a little effort but big results, Gravox is the only sure recipe.

Gravox has also rewarded loyal consumers over the years with on-pack product giveaways; competitions that have helped families to travel from around the world so that they could be together at Christmas time; and consumer promotions such as "The Gravox Great Car Giveaway" with Penny Cook, in which 10 cars were given away over 10 weeks.

In addition, market research, innovation and, above all, the range of consistently high quality products all combine to account for the huge and continuing success of the Gravox brand.

BRAND VALUES

Gravox is synonymous with the family, with the roast and its rich, tasty gravy, with satisfying home-style flavour and wholesome, piping hot homemade food. Gravox is a brand that has been enjoyed by generations of Australian families, and that has proven to be trustworthy and reliable.

THINGS YOU DIDN'T KNOW ABOUT GRAVOX

- One in every two Australian households has a Gravox product in the pantry.
- Each year, to make Gravox Gravy Powder, the following are used:
 - 2 million kilograms of flour
 - 18 tonnes of cellophane
 - 7.5 million box packets
- The secret to lump free gravy is to make a smooth paste with Gravox gravy powder and a small amount of liquid. Gradually add remaining liquid and mix well before cooking.
- For that extra special burst of flavour to Gravox gravy, add 1 tbsp of Red Wine and 1 tbsp of chopped fresh chives or 1 tbsp of Fountain mint sauce, to complement any beef or lamb dish.

