



THE MARKET

The Tip Top® brand is the most recognisable brand in the Australian bread market and the third largest food brand in the total grocery market**.

In fact, over 96% of Australian families eat bread*, Bread is a healthy, nutritious staple food, integral to the diet of Australians. But the bread market is changing. Today, consumers have a multitude of alternatives to the traditional bread usage occasions of breakfast, lunch and dinner as well as quick snacks. As well as that, the continuing growth of meals prepared or consumed away from home has resulted in market growth being restricted. Tip Top Bakeries sees this as an opportunity to grow the bread market by increasing usage occasions, and in 1999 launched a program of product and packaging improvements as well as a powerful advertising campaign.

ACHIEVEMENTS

During the past 40 years, Tip Top Bakeries has built such household brand names as Sunblest®, Multi-Grain and of course Tip Top® itself. Today, Tip Top® is the sixth most recognised brand** and an icon in Australia. Tip Top® bread has been enjoyed by generations of Australians both young and old for its taste, texture and wholesomeness. The brand's leadership and



continuing innovation will ensure that Tip Top® remains a household name for generations to come.

HISTORY

Tip Top Bakeries is a division of George Weston Foods Ltd, which has been listed on the Australian Stock Exchange since 1962.

Tip Top Bakeries began after World War II with the amalgamation of several small bakeries in NSW, South Australia and Victoria. It has continued to grow and prosper since then

through the acquisition of bakeries throughout Queensland, NSW, the ACT, South Australia and Western Australia, and by upgrading of existing bakeries. In the process, Tip Top Bakeries has built an enviable portfolio of brands.

THE PRODUCT

Tip Top Bakeries makes many types of bread, as well as other baked products. The latest success is The White Stuff®, rapidly becoming a favourite all around the country. It is just the stuff healthy, growing bodies require, with Iron Fibre Plus™ to supply dietary fibre and iron.

Sunblest® is famous for its softness and freshness. It contains dietary fibre and is a great source of energy for the whole family, but is particularly loved by children. Sunblest® is a good staple bread for sandwiches.

Tip Top Hyfibe® has the highest fibre content of Australia's leading national white bread brands. Hyfibe® the Footy Bread is larger to satisfy the biggest appetites and provides 3.8 grams of dietary fibre per two slice serving.

Endorsed by the National Heart Foundation, Tip Top® Wholemeal, like other wholemeal breads, is low in fat and sugar and is a source of complex carbohydrate and dietary fibre. It is a smooth, fresh loaf with a delicious wheaty flavour.



Holsom's® Wholemeal is baked with Hi*Real™ wholemeal flour which is milled a special way so that a richer supply of nutrients is released from the grain. The result is a smooth, great tasting loaf.

Tip Top® Multi-Grain has all the delicious qualities anyone could want - softness, flavour, freshness and the benefits of fibre and grains. Its flavour makes it a firm favourite with all the family.

The delicious flavour of Multi-Grain 9 Grain™ comes from its special combination of grains including kibbled rye, wheat, corn, barley and soy as well as sunflower kernels, linseed, oat flakes and triticale.

Tip Top® Raisin Toast and Spicy Fruit Loaf are packed with all the goodness of quality fruit, and made with only the finest ingredients. They are great toasted at any time of the day.

Tip Top Bakeries bake a great range of soft fluffy muffins including Traditional English, The White Stuff®, Spicy Fruit, Multi-Grain 9 Grain™, Wholemeal and Hyfibe®. Tip Top Bakeries also make a wide range of buns and rolls, perfect for lunches, with dinner or with a barbecue. They include Lunch Rolls, Damper Rolls, Hamburger Buns, Hot Dog Rolls and of course Hot Cross Buns every Easter.

As well as the Tip Top® brand, George Weston Foods Ltd Baking Division produces pizza bases in family and individual serving sizes ideal for making your own pizzas, Lavash™ Bread, regular and wholemeal Oasis™ Lebanese Bread and Egyptian Style Pita Bread, ideal for school lunches and for quick and easy snacks.

Other specialty products include Burgen® Bread, Focaccia, French Bread Sticks and Rolls. The range of Golden® Products includes Golden® Crumpets, Golden® Hotcakes and Golden® Pikelets.

RECENT DEVELOPMENTS

Early in 1999, Tip Top Bakeries embarked on a major campaign to position itself for the next millennium. The aim was to respond to consumers' changing needs within the Australian marketplace while retaining the heritage and core values of the icon brand Tip Top®.

One major feature of the campaign was the modernised Tip Top® logo. When it was introduced, the Tip Top® logo was a blue and red shield with Tip Top® across the top in white lettering and a number '1' below it. It was a strong, easily identifiable symbol of Tip Top Bakeries quality. As the brand name grew and extended into more Australian States, the company began to feel the need for a more descriptive logo. The brand had earned the reputation of being 'Australia's-Number 1' so in the '70s the shield was overlaid on a map of Australia, showing the areas where Tip Top® products were manufactured and distributed. This



latest logo represents the evolution of that '70s design, with a more modern and stylish appearance.

PROMOTION

One short sentence is inextricably linked with the Tip Top® brand: 'Good on You Mum®.' In the recently launched campaign, Tip Top Bakeries has reintroduced this much-loved advertising line to relaunch the entire bread range.

These days, of course, the carer identified as 'Mum' can be any member of the family, a partner or even a flatmate. Indeed, everyone identifies the line as a direct recognition of a nurturing gesture. The advertising

campaign uses the emotional power of 'Good on You Mum®' to set the scene for the new family, whatever that may be, so it pervades the entire communication instead of being a stand-alone sign off line. That task is given to the following line, 'Tip Top's the One®', which reinforces Tip Top's brand leadership position.

In essence, 'Good on You Mum®' expresses the emotion of the brand, while 'Tip Top's the One®' expresses the brand's presence in the bread market.



BRAND VALUES

Tip Top Bakeries has always kept Australia's needs at the core of its research and development activities, and plans to continue doing so in the future. This means a focus on innovation and new products, introducing baked products which provide improved benefits (including nutritional and health benefits) to Australian consumers.



*Source: CM Research, August 1998.

**Source: A.C. Nielsen data (1998)



THINGS YOU DIDN'T KNOW ABOUT TIP TOP

- The Tip Top® brand is the most recognisable brand in the Australian bread market**.
- Tip Top Bakeries employ around 2800 people in more than 14 bakeries around Australia.
- Tip Top Bakeries produce a million baked products every day on average, for distribution to supermarkets, schools, food service and fast food outlets, hospitals and shops.
- Tip Top Bakeries' most popular breads are Sunblest®, Wholemeal and Multi-Grain, as well as the latest success, The White Stuff®.
- Many of the Tip Top® breads are endorsed by the National Heart Foundation.

