



THE MARKET

Since Australia's first beginnings, bread has been a healthy, nutritious staple food integral to the diet of Australians.

Over 96% of Australian households eat and purchase bread each week¹ creating a supermarket bread market that's worth \$1.4 billion dollars a year in Australia².

Bürgen® is a George Weston Foods® brand loved by many that has been present in the Australian market for the last 20 years and is currently worth a total of \$47 million² with 25.5%³ of premium bread shoppers only choosing Bürgen®.

1 Ibis World Bread Manufacturing in Australia: Market Research Report, Feb 2012

ACHIEVEMENTS

Bürgen® created the first soy and linseed bread. In 1998 Bürgen® Soy-Lin® was awarded the Food Industry Innovation Award from the Australian Institute of Food Science and Technology.

In 2007 Bürgen® Soy-Lin® won the Slimming and Healthy Eating Award in two categories, 'best health product' and 'healthy bread'. Today, Bürgen® Soy-Lin® is the hero product in the range with 37% of total Bürgen® brand sales².

In 2010 Bürgen® was awarded in two categories of the Women's Health 'Best Packaged Foods for Women' for fruit bread with Bürgen® Fruit & Muesli and for rye bread with Bürgen® Rye.

More recently Bürgen® has secured a place as a finalist in the 'Pantry Must-Haves' category in The Australian Women's Weekly Product of the Year Awards for 2012 for Bürgen® SoyLin®. Bürgen® also took out the 2012 award from the Healthy Food Guide '50 best packaged foods for weight-loss' for Bürgen® Wholemeal and Seeds.

2 AZTEC National Scan Weighted, MAT 15/07/2012

3 Aztec WSP % Solus buyers within Premium bread, MAT 13/05/2012



HISTORY

The Bürgen® brand was initially launched in New Zealand in 1985 and then into the Australian market in 1992.

In 1993, George Weston Foods and Monash Medical Centre conducted a joint research study, with complimentary research by the Weston Laboratories to determine the most efficacious level of soy and linseed in a bread for a clinical trial.

The new product Bürgen® Soy-Lin® was specifically developed for women's wellbeing and was launched at an International Congress on Menopause in Sydney in November 1996 and the results of the study showing benefits to women with menopause was published in an international scientific journal in 2007.

In March 1997 George Weston Foods held a media launch of Bürgen® Soy-Lin® at the Royal Women's Hospital in Melbourne. Following these events Bürgen® quickly captured 5.3%⁴ of the total Australian bread market and created a new bread category. Bürgen® Soy-Lin® was also successfully launched in the United Kingdom and New Zealand markets.

Another study was commissioned by George Weston Foods with Prof. Jennie Brand-Miller from the Human Nutrition Unit at the University of Sydney to investigate the effect of satiety on eating Bürgen® Wholemeal and Seeds. The results of the clinical trial found that when subjects ate Bürgen® Wholemeal and Seeds bread they stayed feeling fuller for longer than when they consumed the same breakfast meal with white bread.⁵ Subjects

consuming Bürgen® bread also ate less food at the subsequent meal (2 hours later), which proved the product supports weight management.

Over the last 20 years, Bürgen® has continually conducted research studies, striving to improve health benefits across the range by working with nutritionists and bakers.

4 A History of Tip Top Bakeries in Australia 2002. 5 Keogh, J, Atkinson, F, Eisenhauer, B, Inamdar, A, Brand-Miller, J. Food intake, postprandial glucose, insulin and subjective satiety responses to three different bread-based test meals. 2011. Appetite

THE PRODUCT

There are currently six products in the Bürgen® range, each focussing on a specific health benefit. The range is nutrient dense, made up from natural wholegrains, which deliver a wide range of vitamins and minerals. All the breads are high in fibre, low GI and contain antioxidants with no artificial colours or preservatives.

The unique combinations of ingredients have been specifically developed with nutritionists as a healthy choice option to help support overall wellbeing.

Bürgen® Soy-Lin® is one of the only breads in the Australian market tailored especially for women and has been clinically proven to support women's wellbeing. It contains calcium to help support strong bones and teeth, iron which is essential for energy as well as zinc and vitamin B³ to help maintain healthy skin.

Bürgen® Rye improves digestive health. The product contains three types of fibres including; soluble fibre which slows digestion to maximise nutrient absorption, insoluble fibre for regularity and resistant starch, a fibre that helps promote good digestive and bowel health. Two slices a day of Bürgen® Rye provides 30% of the daily fibre needs for the average adult. Bürgen® Wholegrain and Oats, for heart health and circulation is endorsed by the Heart Foundation Tick program. The product contains beta-glucan from oats which has been shown to naturally help lower cholesterol absorption as well as omega 3 ALA and 30% reduced sodium to help maintain healthy heart function.

Bürgen® Wholemeal and Seeds, for weight management contains 40% less carbohydrates than standard white bread, magnesium for energy metabolism, iron for energy as well as protein and fibre to help satisfy hunger.

Bürgen® Pumpkin Seeds, for sustained energy contains B group vitamins for energy release, iron



that is essential for energy as well as magnesium for energy metabolism.

Bürgen® Fruit and Muesli, for natural antioxidant boost contains selenium for immune health, iron that is essential for energy as well as protein and fibre, which work together to help keep one fuller for longer.

RECENT DEVELOPMENTS

A recent CSIRO study has proven the digestive health benefits of eating Bürgen® Rye bread⁶ to support the claim 'proven to improve digestive health.' This study builds on previous research from CSIRO that established the positive effects of wholegrain rye in promoting good bowel health.⁷

Following the most recent study, Bürgen® Rye initiated an Expert Roundtable meeting in October 2011. This included specialists in nutrition and gastroenterology, as well as digestive health researchers to further Bürgen®'s commitment to improving the digestive health of Australians. One of the key outcomes of the meeting identified the need to promote the combination of fibres including, soluble, insoluble and resistant starch and their unique benefits for bowel health. Following the Roundtable meeting Bürgen® developed materials for health care professionals to use with clients to help encourage consumption of a wide range of fibre as well as to assist with educating about these benefits and good bowel health.

⁶ Conlon M & Bird T. Study on the Prebiotic Potential of Bürgen® Rye. 2011: in press. ⁷ (McIntosh GH, Noakes M, Royle PJ & Foster PR (2003) Whole-grain rye and wheat foods and markers of bowel health in overweight middle-aged men. Am J Clin Nutr 77: 967-74.)

PROMOTION

During the launch of the brand in Australia between the years of 1992 – 1996, Bürgen® predominantly focused on communicating the great taste and 'thoughtfulness' and time taken to bake the product with the unique process.

Across 1998 and 1999 there was a campaign with the tagline 'once bitten forever smitten' which reinforced the message of prior years solidifying Bürgen® as a great tasting bread product.

The 'Your body will thank you' campaign ran between the years of 2002 to 2005. During this

campaign Bürgen® sponsored Diabetes Australia's 'The Great Australian Bite' in 2005.

In 2006 Bürgen® sponsored the 'Celebrity



Overhaul' TV diet show communicating the benefits of a low GI diet which is a common feature across all the Bürgen® products using the 'naturally good for you' campaign.

In 2007 the brand sponsored the television show 'What's Good for You' with Dr Andrew Rochford as the host, again communicating the benefits of a low GI diet.

In recent times Bürgen® has sponsored the very popular 'The Biggest Loser' reality television series, being the official bread of the show from 2008 through to 2010. During this period Shannon Ponton and Michelle Bridges were Bürgen's® brand ambassadors.

In 2011 the Bürgen® blog Eat, Play Live® was launched containing a wealth of information on health and wellbeing topics, with the majority written by accredited nutritionist, Kathy Usic as

well as the Glycemic Index Foundation.

In 2012 Bürgen® supported Fernwood Gyms with a national sampling campaign on Soy-Lin® providing approx 30,000 loaves to Fernwood across the country with many women enjoying their free Soy-Lin® breakfast!

A Health Care Professional (HCP) Nutrition Centre, part of the Bürgen® website was launched in this same year to assist HCPs with product information on the Bürgen® range as well as additional information on a range of health and wellbeing topics. Many health professionals, including general practitioners, dietitians, nutritionists and fitness trainers, currently recommend the brand.

The Bürgen® website contains comprehensive information about the range as well as health and wellbeing topics. There is a lifestyle section which includes the Soy-Lin® Women's Wellbeing Plan, Wellbeing Meal Planner as well as healthy life tips all of which aim to inspire a healthy and holistic lifestyle. Consumers can also subscribe to a monthly newsletter, electronic digital mail which contains new information on various health topics as well as new recipes by Bürgen®.

BRAND VALUES

Bürgen® is one of the only breads proven to help your body work better. The brand believes in a healthy balanced diet combined with a healthy lifestyle to maintain overall wellbeing.

THINGS YOU DIDN'T KNOW ABOUT BÜRGEN®

- The water content of Bürgen® based on the cereal component, sometimes known as the baker's calculation is between 90% and 110%. This is much higher than standard grain bread that is typically between 55% and 65%.
- Bürgen® Soy-Lin® contains 46% grains based on the cereal weight, standard multigrain bread such as Sunblest® Multigrain contains only 25% grain.
- Bürgen® products were some of the first to be tested for Low GI, and subsequently began using the official GI Symbol in 2001.