



THE MARKET

They say a nation's culture is often defined by its cuisine. In Australia, the quintessential national food is the meat pie, and the national meat pie of choice is Four'N Twenty.

There are few more iconic Australian brands than Four'N Twenty. Four'N Twenty is Australia's favourite pie, being sold in supermarkets, grocery stores, service stations, convenience stores, sporting venues, cafes, canteens, schools and events across the country. Synonymous with sport, particularly AFL football and NRL rugby, Four'N Twenty is the people's pie, and has been for nearly 60 years.

It has been said that Australians are the worlds biggest meat pie eaters per head of population, consuming over 12 meat pies each per year, and a further 17 combined pasties, sausage rolls and party pies.

Four'N Twenty is the Number 1 brand in the Australian retail frozen savoury segment, with over 25% share of a market worth \$199 million in 2006.

Four'N Twenty is one of Patties Foods Ltd's portfolio of leading brands, manufactured at the company's state-of-the-art production facility in Bairnsdale, regional Victoria, and distributed nationally.

The company is well equipped to anticipate consumer trends and develop new products that respond to them rapidly. Innovation is a key focus within the business,

along with an unwavering commitment to using the highest quality ingredients and processes.

It is this passion for high quality product that has enabled Patties Foods to further enhance Four'N Twenty's reputation and market leadership.

ACHIEVEMENTS

Since the first Four'N Twenty pie was produced in 1947, the brand has grown to become Australia's most popular pie, a name both recognised and respected by millions of Australians.

Mention Four'N Twenty to any Australian and you are likely to see an instant recognition. Recent market research showed 76% of Australians had unprompted recognition of the brand. This grows to 99% when prompted!

Four'N Twenty has built a reputation for being "The Great Australian Taste". Having a pie at the "footy" has become an Australian tradition. One in every four people that attend a football match in Australia will consume a Four'N Twenty pie.

At the home of Australian Rules Football, the MCG, Four'N Twenty has been the official pie supplier since 1958.

Four'N Twenty has also built a strong affiliation with community and sporting groups over the years, and has enjoyed successful relationships with many major events. Four'N Twenty are currently major supporters of Australian Rules Football, National Rugby League, snow skiing and snow boarding and other outdoor events such as the Denilquin Ute Muster and Rip Curl Pro Surfing.

In keeping with its brand positioning as "The Great Australian Taste", Four'N Twenty targets everyday, regular consumers as a convenient and wholesome food they can rely upon.

HISTORY

The Four'N Twenty story started in Bendigo, Victoria, in the late 1940s. The company's founder, local caterer Les McClure, developed a reputation for baking the most delicious meat pies in the area.

McClure named his pies Four'N Twenty after the line in the nursery rhyme, "Sing a Song of Sixpence", about King Henry VIII entertaining guests by baking 24 blackbirds in a pie and having the birds fly out of the pie.

With a great tasting product and a catchy name, demand for the Four'N



**THE MCG,
FOUR'N TWENTY'S
HOME GROUND
SINCE 1958.**



Twenty product grew rapidly.

It was not long before a large percentage of pie production was being sent to Melbourne – at first for special events like the 1948 Royal Melbourne Show, and then later into the local trade. The company soon opened its first Melbourne bakery in a pavilion at the Showgrounds.

The Showgrounds bakery was soon too small and a new bakery was built in Ascot Vale. Demand for Four'N Twenty pies continued to increase with deliveries extending to all suburbs and many country areas.

Large quantities were sent by rail and road to distant country towns and cities. McClure eventually sold the business to his original pastry cook, Les Gillies. Since then ownership of the ever growing brand has changed hands with the decades – Peters ran it in the late 1960s, the Adelaide Steamship Company in the 1970s and Pacific Dunlop from the early 1980s, after which it finally fell into overseas hands at US-owned Simplot.

The iconic Australian Four'N Twenty brand was eventually brought back in to Australian hands in 2003, when it was purchased from Simplot by Patties Foods Ltd.

From its Bairnsdale bakery Patties Foods currently produces around 70 million pies per year and uses approximately 25,000 kilograms of meat and 50,000 kilograms of flour every day.

THE PRODUCT

Four'N Twenty's product range consists of Meat Pies, Flavoured Pies, Party Goods, Pasties and Sausage Rolls.

To achieve and retain the position of Australia's Number 1 pie, Four'N Twenty has always invested heavily in the brand and never compromised on quality. This investment has been rewarded by staunch loyalty from consumers nationally.

Four'N Twenty continues its tradition of making and baking the great Australian pie. Choice cuts of prime Australian meat are used as the essential ingredient. Each piece is inspected and trimmed to ensure it is suitable quality for a Four'N Twenty. Patties Foods is one of the nation's leading value-adders of red meat, utilising 7,600 metric tonnes of red meat in its products annually.

Then a delicious array of other ingredients such as herbs and spices are added, all of which play an essential part in creating The Great Australian Taste.

The quality of the Four'N Twenty products is continually tested in the company's laboratories by Patties Food's expert team of food technologists, micro-biologists and pastry cooks.

While keen to always keep faith with consumers who want "The Great Australian Taste", Four'N Twenty has also kept at the forefront of consumer

product to meet the wide range of consumer needs, for the right occasion

One of the recent new product developments has been the release of the Four'N Twenty Hungry Man pie, designed for people with a serious appetite. At 280 gm, the Hungry Man is 60% bigger than the standard Four'N Twenty meat pie.

Another recent development has been introducing Americans to "The Great Australian Taste", Four'N Twenty has appointed a distributor and started exporting Australian meat pies to the US, where they are being well received.

Exporting Four'N Twenty meat pies to the USA has a touch of irony for Patties Foods, since it reclaimed Four'N Twenty into Australian ownership when it bought the brand from US company Simplot in 2003.

Four'N Twenty is targeting the Quick Serve Restaurant trade in the US, as well as theme parks, cruise ships and airlines.

Meat pies are a new experience for American consumers, brought up on hot dogs and burgers. Consumer reaction has been very favourable - Americans love the idea of an Australian product, and the convenience, great taste and value of Four'N Twenty.

Four'N Twenty also has a long tradition of supporting those in need and supporting great causes. The company is proud to sponsor many worthy causes, such as the Challenge, Supporting Kids with Cancer, "The Biggest Aussie Pie Night", which was launched in 2007. The program helps to raise funds to support kids with cancer and their families.

PROMOTION

To achieve and retain the position of Australia's Number 1 pie, Four'N Twenty has always invested in support of the brand, with advertising and marketing campaigns that are strongly aligned with brand values.

Four'N Twenty campaigns are promoted through an integrated combination of advertising and public relations, along with regular sales promotions. Sampling is always a major component to support the brand and to build further awareness of the Four'N Twenty products, at the same time enabling consumers to "touch and feel" the product and reacquaint themselves with "The Great Australian Taste".

Four'N Twenty marketing has produced some all-time Australian advertising classics, including the "Hot Stuff" campaign in the late '80s and the "Dipper" campaign in 1990. Perhaps the most famous Four'N Twenty campaign has been the footy "Bus Ad" featuring Aussie Rules legends

such as Jack Dyer, Lou Richards, Ted Whitten, and Jezza, with the famous jingle "Oh what a lovely pie me boy, The Four'N Twenty Pie! Oi!".

There has also been a 50th Anniversary campaign, reliving many famous Four'N Twenty moments and, of course the 'Rabbit Food' and "Doesn't know what he's missing" television advertisements.

More recently the Traveller Pie campaign, "Fancy a Traveller", has been supported heavily above the line, and "Big Johnno" has been released for the launch of the Hungry Man pie.

All Four'N Twenty marketing communications are very careful to stay true to the brand, ensuring the no-nonsense, honest and hardworking values are represented through the creative and, of course, a touch of understated Aussie humour.

BRAND VALUES

The Four'N Twenty brand is a true Aussie icon, and an important part of Australia's heritage.

As the song goes, meat pies are up there with "football, kangaroos and Holden cars" when it comes to the elements that define us as a nation. And when it comes to meat pies, Australians say Four'N Twenty.



The Four'N Twenty brand is for everyday Australians, who appreciate hard work, no-nonsense, humour and mateship.

These are the brand values that make Four'N Twenty "The Great Australian Taste".



demand with a steady stream of product innovations.

To meet the dietary requirements of the widest range of consumers Four'N Twenty has introduced some new products that contain less than 10% total fat, less than 5% saturated fat, are low in sodium, and have received the National Heart Foundation's Tick of Approval.

The new Four'N Twenty Traveller range has the great traditional Four'N Twenty flavour with a new rectangular shape, making it easy to eat "on the go".

RECENT DEVELOPMENTS

Innovation is the key element to Four'N Twenty's marketing and sales.

There's always something new and exciting happening at Four'N Twenty. The company is constantly assessing consumer trends and needs to ensure the iconic brand stays relevant and in high demand.

Four'N Twenty has developed a range of different sized products to ensure there is the right

THINGS YOU DIDN'T KNOW ABOUT FOUR'N TWENTY

- The first Four'N Twenty pie was produced in Bendigo in 1947.
- The name Four'N Twenty comes from a nursery rhyme, "Sing a Song of Sixpence", in which four and twenty blackbirds are baked in a pie.
- On average, every fourth person at an Aussie Rules football game buys a pie.
- Four'N Twenty has been the exclusive supplier of meat pies to the MCG since 1958.
- The Four'N Twenty bakery can produce up to 22,000 pies per hour.
- Australians are among the world's biggest meat pie eaters, each consuming on average 12 meat pies per year and a further 17 combined pasties, sausage rolls and party pies.
- 3.5 million Four'N Twenty Travellers were sold in the first six months; that's one every five seconds.
- Laid end to end, Patties Foods products each year would reach more than halfway around the world.