



Newsletter - May 2019

BRAVO™ 2019 Season is off and running!



RETAIL LAUNCH

The 2019 BRAVO™ branded apple season launched at Fresh Provisions Mt Lawley on Wednesday 24 April by The Hon Alannah MacTiernan MLC, Minister for Agriculture and Food. The WA Minister has been a long time and passionate supporter of the BRAVO™ apple and the apple-breeding program in Manjimup. This event marks the start of the fourth commercial season of the BRAVO™ brand.

The stage was set to introduce the newly developed premium gift box. The concept was designed specifically for the burgeoning export markets. The box highlights BRAVO™ as a truly premium product being beautifully presented as gift of good health for many gifting purposes. Brand recognition for the apple has intensified this year with a strong retail demand for BRAVO™ both locally and internationally. Consumers are now actively seeking it out in supermarkets and outlets, and not only for the stand out good looks but increasingly its the sophisticated taste profile that keeps people coming back for more.



PROMOTIONS

Local and national in-store promotions and consumer profiling have commenced in the major supermarkets and independent retailers and will continue throughout the season. International in-store demonstrations and consumer profiling exercises are now underway in Hongkong, Singapore and Dubai UAE.

This year about 75,000 cartons will be sold which is approximately double last year's sales.



EVENTS - LIVE LIGHTER DONNYBROOK APPLE FESTIVAL, EASTER WEEKEND 20 – 21 APRIL 2019

This was the perfect springboard opportunity to preview the season's official launch. This occasion featured locally grown BRAVO™ as the draw card to the fresh produce tent. Local growers assisted in providing tastings and engaged in conversation with show goers.



MEDIA/SOCIAL MEDIA

With the launch of the new season, local WA media has picked up the launch release with two grower-centric stories. The first, the West Australian under West Business Section featuring John Vetta of La Valle Orchards in Karragullen and the other in the local Bridgetown/Manjimup Times featuring Manjimup grower Lucy Fontanini. Other online media have been sharing information on the usual industry feeds.



The social media campaign – facebook and instagram commenced on April 1 offering teaser posts to countdown the impending season. Stories and posts have featured BRAVO™ apples being quality tested, harvested, along with launch events and retail information. So far, on-line interaction and ‘likes and shares’ have been excellent on both platforms. To further boost this activity, innovative and exciting engagement plans are in the pipeline. These will be used generate and maintain interest in the brand during this season. Growers, merchants and consumers are encouraged to continue to share information with the BRAVO™ marketing team to promote and boost content.

