



# C O N T E N T S



**8.** Foodbank opens \$14.5 million distribution centre.



**13.** Bfresh opens for 'food-interested urban value-hunters' in US.



**27.** Fresh.

## News

- 6.** Australia hosts global retail powers.
- 6.** The rise of Costco in Australia.
- 8.** ALDI ramps up WA recruitment drive.
- 8.** Fonterra to sell local yoghurt business to Parmalat.

## Retail News

- 10.** SPAR Australia celebrates a successful 21st.
- 11.** Tesco breaches code of conduct.
- 12.** Coles and Foodbank join forces in SA.
- 12.** Woolworths reaches China with Tmall Global.
- 13.** Bfresh opens for 'food-interested urban value-hunters' in US.

## Market research

- 14.** 'Fresh is fresher' at Coles and Woolworths than at ALDI and independents, David Burton and Colmar Brunton.

## Special feature

- 16.** Product of the Year: Desirable products of 2016 revealed.

## Marketing News

- 23.** Tune in with Red Bull; Coca-Cola launches global 'One Brand' strategy; Cadbury shows support to Paralympians; Lavazza wins fourth grand slam with Australian Open.

## What's New

- 24.** Dr. Oetker expands its range; Bulla's tempting new flavours; Chocolatier celebrates Easter with decadent eggs; Powerade and Pump bring more to water; Bickford and Sons causes taste sensation.

## Fresh

- 27.** Bright year ahead for innovative companies – PMA ANZ.

## Category Reviews

- 31.** Ice-Cream.
- 36.** Marketing for Lent.
- 38.** Poultry & Eggs.
- 40.** Bread & Bakery.
- 42.** Oil & Vinegar.

## Retail Business

- 48.** Legal: Intellectual property – how protected is your business? Coleman Greig.
- 50.** Legal: Suppliers and the Food and Grocery Code of Conduct – Bird & Bird.
- 51.** Technology: Loyalty – what's the point? – WorldSmart.
- 52.** Technology: Apple Pay could be the mobile wallet tipping point – Infosys.
- 53.** Marketing: Engage with your customers to sell socially – Pitney Bowes.
- 54.** Marketing: Mobile magic – develop the right solution and transform your business, Empirical Works.
- 55.** Business Review: Sales & Distribution.
- 58.** What's New.