

**cervena**<sup>®</sup>  
NATURAL TENDER VENISON



# CERVENA HOLLAND LAUNCH

Hanos and Firstlight 2015 - 2016



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## History

- Non seasonal trial commenced April 2014
- Cervena promotion commenced April 2015
- Cervena promotion expanded from April 2016
- April to Sept focus (spring and summer)

# CERVENA HOLLAND LAUNCH

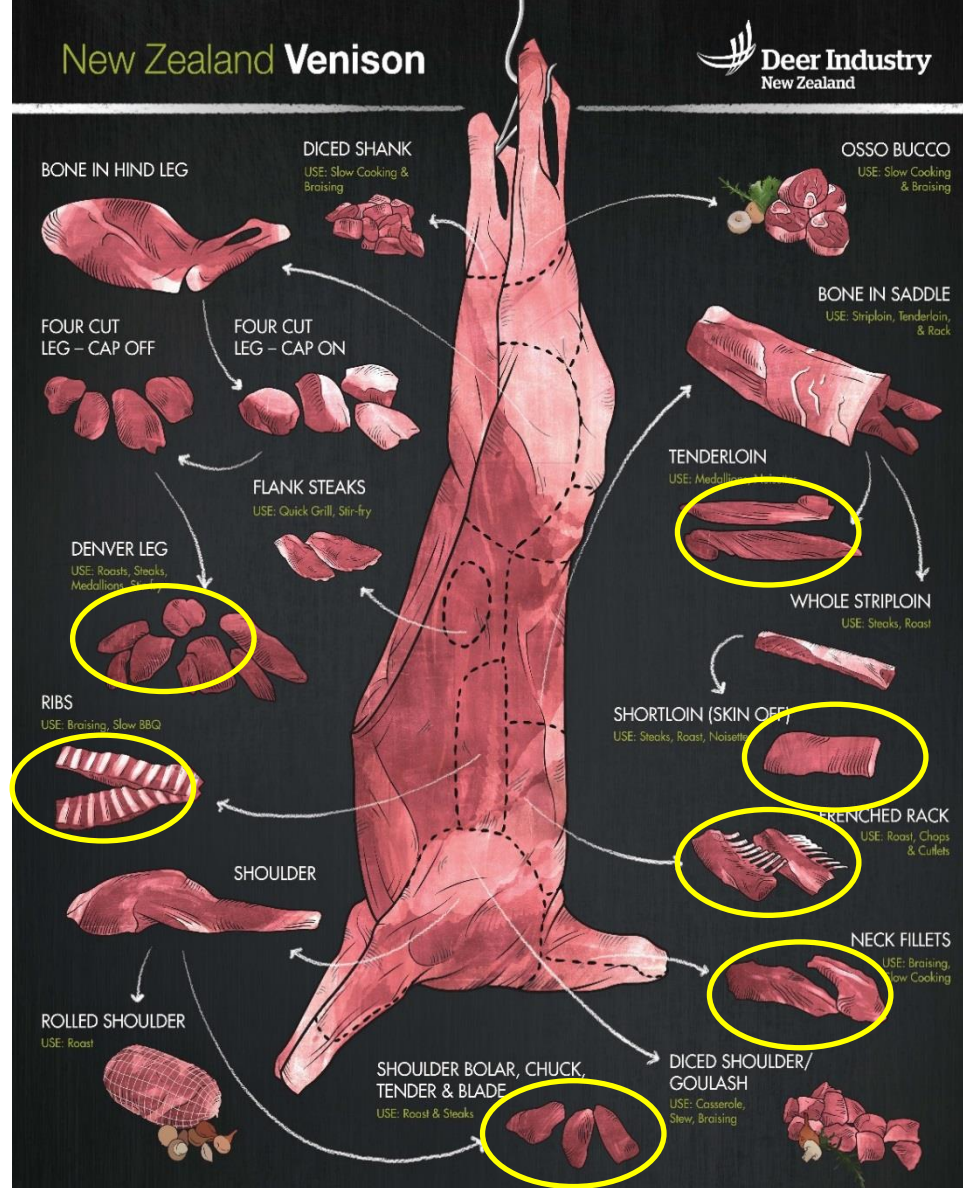
## Range of Activities

- Master Chef workshop
- Passion – Hi
- Ambassador Chefs
- In-store POS
- Cooking competition (chef to NZ)

# CERVENA HOLLAND LAUNCH

## Challenges

- Differentiate the cuts through “BBQ style”
- Range of cuts so not too middle reliant
- Build to Sea freight volumes and planning
- Change Chef perception towards venison
- Overcome cheaper competition from other proteins
- Gain critical mass in the market for sustainable sales



Rumps

Tri-tips

Denver leg

Topside

Ribs

Tenderloin

Fr Rack

Shortloin

Blades

Bolars

Neck fillet

# FARM RAISED VENISON

## TENDER - HEALTHY - DELICIOUS

Common cuts derived from farm-raised venison. Note individual company specifications may vary.

For further information visit: [www.newzealandvenison.com](http://www.newzealandvenison.com)

# CERVENA HOLLAND LAUNCH

## Opportunities

- Healthy Food segment
- Absence of special meats in the market
- Cervena's character – integrated supply chain
- Ease of Preparation
- Ongoing Promotion – Hanos newspaper and Passion-Hi

# CERVENA HOLLAND LAUNCH

## The Future

- Expand sales volumes
- Review sales period
- Market collaboration
- Communication
- Cooperation
- Coordination

# CERVENA HOLLAND LAUNCH

## The Financial Benefits

- Increased chilled sales
- April to Sept sales = Feb to July production
- Currently \$4/kg premium over frozen
- Hanos sales \$100k market premium p.a
- Potential total market in Holland \$800k premium p.a
- Indirect benefits from reduced frozen availability



# CERVENA HOLLAND LAUNCH

## Summary for success

- Multi-year commitment
- Perseverance to create change
- Empathy for NZ Deer industry
- Expansion across all food service companies in Holland
- Communication, Cooperation and Coordination

