

High Petrol Prices Hit Out-of-Home Dining

The current Australian economic climate coupled with intense competition in the grocery sector is fuelling the growing importance of innovative new product development to leverage existing brands and drive growth in fast moving consumer goods categories, a report released by leading marketing information company ACNielsen has revealed.

Australian consumers' pessimistic economic outlook coupled with increased petrol prices appear to have impacted spending habits, particularly in the area of out-of-home dining. The turnover for cafés and restaurants was in decline at -6.2 per cent in September 2005, highlighting an opportunity for supermarket food suppliers to provide new, interesting and innovative meal options as an alternative solution.

The growing share position of discount grocery retailer Aldi has intensified price competition amongst other supermarket chains and has fuelled the implementation of 'tiered' Private Label strategies. These factors have in turn put pressure on overall value growth in the grocery sector, which again highlights the need for manufacturers to focus on future brand investment.

Real innovation is needed to encourage consumers to increase their spend, and it is vital to maintain loyalty amongst existing brands to counteract consumers switching to Private Label options.

ACNielsen presented 'The growing importance of innovation and NPD within FMCG' report to the International Quality and Productivity Centre (IQPC) NPD in Food and Drink conference on late last year.

www.acnielsen.com.au



Tobacco Sales Important Reminder

The Bracks Govt has amended the Tobacco Act, effective March 1 2006. You will receive a booklet in the mail shortly.

The changes;

- Widen the legal definition of tobacco advertising.
- **Make sighting photo ID the only defense for selling tobacco to a minor.**
- **Outline training obligations of store managers and owners**
- Restrict vending machine access.

All premises are now required to display two signs;

- We Don't Sell Tobacco to U/18's
- A black and white health warning (currently in reprint)

Ring 1300 136 775 if you do not receive your copies of the booklet and the two posters before March.

Please re address your staff training, and check your posters and display material.

Ring us if you need further information or see www.mgav.com.au.

Jennifer Flanagan

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