



Customers Drive New Look for Foster's Australia

Foster's Australia recently rolled out its new customer-facing organisation.

The new organisation has been designed to better service customers' needs by delivering tailored product and promotional offerings at an individual business level.

The new model introduces a significant change in the Foster's sales team structure. Previously modelled around product categories (beer, wine, non-alcohol etc), it now aligns closely with the specific needs of different customers.

Neil Grant, General Manager - Southern Region, Foster's Australia explains:

"A corner bottleshop has different requirements from a regional bowls club, an inner city bar, or a fine dining restaurant. For example, a bottleshop might want help with design, bottle shop lay out, staff training and promotions; whereas the regional bowls club may want help targeting young people and the inner city bar may want assistance with the latest international trends in cocktails.

"Similarly, when it comes to brands each of the different venues may require a different offering depending on their consumer needs. For example some venues are going to be focussed primarily on core domestic draught beer, plus spirit and RTD brands. Others are going to want to focus on packaged premium beers, while others will want to explore the options in the world of premium wines and spirits," he said.

Foster's Australia research into consumers and their purchasing behaviour has been incorporated into the new customer-facing organisation resulting in more targeted consumer and trade solutions across all beverage categories.

Neil says a 'one size fits all' approach belongs to the past. The Foster's team will offer customers the best products and services to help them drive the most value in their business.

An important aspect of tailoring services for customers is the introduction of Foster's Beverage Services. Foster's Beverage Services will provide an enhanced range of specialised services tailored for customers, including in-store merchandising, event management, store/venue layout, trade education, technical beverage dispensing services and creative design services.

For example, as part of trade education, customers will continue to have the opportunity to use the Foster's Beverage Academy for training of staff. Focussing on draught beer training in the past, it is anticipated to evolve to encompass training across the entire multi-beverage portfolio.

Foster's Australia offers an unrivalled multi-beverage portfolio, consisting of more than 200 brands and 2,000 products across wine, beer, cider, spirits, RTDs and non-alcohol categories. It is integral for customers to get full value from this portfolio in an effective manner. Our aim is to offer a holistic approach that draws on the expertise of each of the three companies and is packaged in an efficient way for customers.

Under the new model, customers will now have one multi-beverage representative who will be the single point of contact across all categories, rather than being serviced by multiple representatives from Foster's previous businesses.

Business development executives have been appointed according to their specialised skills, expertise and experience and how this best matches the needs of particular customers. The result is a streamlined approach where your Foster's executive can give you access to the entire multi-beverage portfolio, but has the specialised knowledge and insight to be able to advise you as to the brands and products core to your consumers' needs.