



## **MEDIA RELEASE**

### **For Immediate Release**

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#### **NEW BOLD BEEF BRAND POSITIONS BBG FOR A CONSUMER-FACING FUTURE**

Today the Bindaree Beef Group (BBG) launches an all new premium beef brand – *Bindaree*. The consumer-focused brand is the first to be released as a part of BBG’s new brand strategy which has been in development over the past 12 months.

With a focus on simplifying the BBG supply chain and developing products that meet core consumer needs, the strategy is designed to deliver better outcomes for BBG’s customers, their customers and ultimately the consumer.

*Bindaree* replaces the current BBG brand portfolio and is a brand built from the ground up using insights derived from a comprehensive consumer research project. One of the key outcomes of this research was understanding what consumers are looking for when purchasing beef. It was clear from the results that beef needs to deliver quality flavour and that’s what *Bindaree* sets out to do.

Acting as a master brand, *Bindaree* includes a core tasty and tender range alongside a select *Bindaree Angus* range and the specialist *Bindaree Dry Age* range.

With the tagline “Not all beef is created equal”, *Bindaree* is bold beef sourced from 100% Australian cattle raised on grass and then fed grain for an exceptional flavour experience. With the consumer squarely in mind, the brand is MSA graded for a consistently tender eating experience with comprehensive brand support to help consumers buy, prepare and cook the range of delicious products.

Groups Sales & Marketing Manager, Andrew Simpson said “The new long-term brand strategy BBG has implemented puts the consumer at the heart of everything we do.”



## BINDAREE BEEF GROUP

“We identified that no matter whether people lived in Sydney or Shanghai, they list flavour and quality at the top of their list for what’s important when they are buying beef – not raising claims. So we made sure we built a brand that 100% delivers that.”

“We are excited to launch this flagship brand and share our range of unique products with consumers all around the world.” Mr Simpson said.

You can learn out more about the brand including products, recipes and stockists at [www.bindareebeef.com.au](http://www.bindareebeef.com.au) or by following *Bindaree* on:

- Instagram [www.instagram.com/bindareebeef](https://www.instagram.com/bindareebeef)
- Facebook [www.facebook.com/bindareebeef](https://www.facebook.com/bindareebeef)

*Bindaree Beef Group is one of Australia’s leading beef processing and sales companies incorporating the Myola feedlot, Inverell processing facility, Sanger trading business, Bindaree Food Group and retail outlet The Australian Meat Emporium.*

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