



LOVE
AUSTRALIAN
PRAWNS

Launch Merchandising Kit

Customers will
love
this!

We are very excited to provide you this Australian Prawns Merchandising Kit. It marks the brand launch of our local quality product that's loved from coast to coast.

What's in the kit?

Cabinet Framers

Use these on the outside of your display cabinets or fridges to frame your Australian Prawns. Use the wet method to apply. You can also apply them dry, using a credit card wrapped in a paper towel to smooth out any bubbles.



Following extensive product and brand research programs, this is the first time the entire Australian prawn industry has come together to create a marketing program to support Australian Prawns.

We believe the newly created 'Love Australian Prawns' logo truly captures how people feel about our top quality local product and will be visible at point of sale nationwide.

This set of merchandising is the first wave of marketing activity that aims to encourage shoppers to buy local prawns more frequently than just at Christmas and Easter.

The campaign will trigger those fond memories we all have of prawns and encourage people to celebrate more often! Customers will be prompted to grab a kilo from your shop and enjoy them in the park, or to invite friends over for a spontaneous BBQ!

Whatever the occasion, it's made special with Australian Prawns.

Would you
love
to win \$1,000?

You could WIN \$1,000 by creating the best Australian Prawns promotional material display in your store!

There is 1x \$1,000 VISA pre-paid card to be won, 2x \$500 VISA pre-paid cards and 2x \$250 VISA pre-paid cards up for grabs. Simply create a standout display of this material and email your photos to support@australianprawnmarketing.net and include your details. The best displays will be featured in future trade materials and win the prizes.



Apron and Caps

Wear them with pride and people will know you have a big heart for our local product. Be sure to keep them in good condition.



Large and Small Window Stickers

The large stickers are ideal for street facing windows and the small stickers are perfect for fridge doors, display cabinets or glass entry doors. Put them where the large one won't fit!

To install the large stickers you can just peel the backing and apply, or for a more professional finish use the 'wet' method:

- Clean the glass thoroughly, giving it an extra wipe with methylated spirits or isopropyl rubbing alcohol.
- Position the sticker and mark the corners or an edge with masking tape.
- Fill a small spray bottle with water and add (only) a couple of drops of dishwashing liquid.
- Spray the glass until it is lightly beading.
- Remove the paper backing and spray both sticker surfaces so they have a light beading.
- Place the sticker (sticky wet surface to wet window surface) and align it to your marks (it's easy to reposition while it's damp).



- Use a squeegee to force out the water from the centre to the edges. Repeat until no water or air bubbles remain and leave to dry.

Scan to view how-to video.



Bunting

It looks great against a wall but even better when it can flutter and be seen from both sides.

We would love your involvement

The prawn fishers and farmers of Australia are proud to support you in selling quality Australian Prawns. And we would love your participation to help you sell more!

This merchandising kit will help bring customers into your shop so you can remind them why they love our local prawns! The materials will catch their eye and prompt them to choose, prepare and enjoy our delicious fresh product.

So, get involved, tell your customers about Australian Prawns and decorate your shop today!



Point-of-sale Posters

These three posters each give customers a great reason to purchase Australian Prawns!

Supplied in three sizes to suit your space.

Recipe Leaflets and Holder

Put the recipe leaflets in the clear holder and position it at eye height in a prominent place.

Tell your customers there are five great recipes for cooked and green prawns. From the simple 'Bloody Mary Mayo', made in minutes, to the 'Garlic Prawn Pasta' that is perfect for entertaining.



Keep the remainder in a dry place and remember to keep the holder full. When you need to order more, email: support@australianprawnmarketing.net

Modern prawn caesar salad	Limé and lemongrass BBQ skewered prawns (Cover recipe)
<ul style="list-style-type: none"> • 32 medium cooked Australian prawns • 1/2 thin slices of baguette • Olive oil for brushing • 2 cups finely grated Parmesan cheese • 8 slices prosciutto • 500g cherry tomatoes, on the vine • 2 baby cos lettuces, cut into quarters <p>Buttermilk dressing</p> <ul style="list-style-type: none"> • 1/3 cups buttermilk • 1 teaspoon Dijon mustard • 1 tablespoon white balsamic dressing • 1 tablespoon finely chopped chives • Sea salt and freshly cracked black pepper 	<ul style="list-style-type: none"> • 24 extra large green Australian prawns • 2 snake lemongrass, white part only, finely chopped • 2 long green chilies, finely chopped, plus extra for rice • 1 teaspoon finely grated ginger • 1 teaspoon sugar • 1 tablespoon fish sauce • 2 tablespoons vegetable oil • 2 cups jasmine rice • 1/4 cup coconut cream • 1/2 cup coconut milk • Fresh coconut, lime, cucumber and mint to serve
<p>To make the dressing place the buttermilk, Dijon, white balsamic and chives in a bowl and whisk to combine. Preheat oven to 160 C. Brush the bread with olive oil and sprinkle with Parmesan on both sides, pressing down to ensure the Parmesan sticks. Peel the prawns, leaving the tails intact. Place the bread, prosciutto and tomatoes on baking trays lined with non-stick paper and bake for 12 minutes or until golden and tomatoes are juicy. Set aside to cool. Place wedges of cos lettuce on four serving plates, top with prawns, prosciutto, tomatoes and Parmesan croutons. Spoon over buttermilk dressing to serve.</p>	<p>Place the lemongrass, chilies, ginger, sugar and fish sauce in a small food processor and process to a rough paste. Place lemongrass paste and vegetable oil in a large bowl and combine. Peel the prawns leaving the tails on. Add prawns and toss to coat. Thread onto skewers lengthways. Cover and refrigerate for 1 hour to infuse flavours. Rinse rice thoroughly under cold water and place in a medium saucepan with 2 1/2 cups of water. Bring to the boil and cook uncovered for 8-10 minutes or until water is absorbed. Reduce heat to low and cook covered for another 5 minutes. Remove from heat and stir through coconut cream, salt and extra chilli. Allow to stand for 5 minutes, covered. Preheat a charcoal or barbecue grill cook for 1-2 minutes each side or until just cooked through. Serve with fresh coconut, cucumber, mint and lime.</p>

Wrapping Paper Stickers

If you use paper to wrap purchases, use these stickers (selected kits only) to seal the package.

When people get home and unwrap their Australian Prawns, they'll feel the love!





Ice Stabber

Place these next to your Australian Prawns in the display cabinet.

Counter Cards

Simply open out the stand at the back and fold down the support for a great display.



Place them on shelves, counters or tables. Keep away from moisture if possible.

A-Frame Sign

The A-Frame sign (in selected kits) will encourage people into your store. Use the chalk included to write Australian Prawn prices, or even better, fun messages to encourage people to buy.



For example, 'For every Princess, there's a King!' on one side and 'Local King Prawns \$XX.XX' on the other. Or perhaps something as simple as 'It's Friday, let's celebrate!'.

There are other ideas for A-Frame messages included on a sheet in the kit.

Our new website

If your customers are interested to find out more about quality Australian Prawns you can direct them to our new website - www.australianprawns.com.au

It has a wealth of information about the amazing nutritional qualities of our local product and our sustainability practices.



We always
Love
feedback...

We are always looking for feedback, from you or your customers, to help us improve the presentation and promotion of Australian Prawns.

We will be conducting research from time to time to seek your feedback. So, if you receive a call from ACIL Allens Consulting or University of the Sunshine Coast, we'd really appreciate your time and honest feedback.

If you have any questions, feedback or comments we'd love to hear from you. Email support@australianprawnmarketing.net

For more information on the campaign visit www.australianprawnmarketing.net

Important Information

By accepting these marketing materials you agree they will only be used to promote Australian Prawns. Using these materials to promote imported prawns will risk you being heavily fined under the Trade Practices Act and other legislative provisions.

Representatives from Australian Prawn Marketing will be checking stores in all states to ensure the marketing materials are being used correctly.

The Seafood CRC reserves the right to withdraw permission for use of the Australian Prawns logo or Love Australian Prawns marketing materials at any time.