



Brand Refresh

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Background

Our Brand Journey

- Started back in 1991
- Ham and Bacon range first began being distributed in 2007
- Development of our state of the art boning room in 2015 – then began distributing food service & retail products
- Further products added in 2018 – Artisan value add
- Development of our own abattoir in 2021 – allowing us to then have control over the entire process
- Brand Audit conducted mid 2023 – to further evolve our branding and message to elevate our position in the market
- Confusion with being called free range – created our own *Born Free – Barn Raised* message.
- Extension to boning room to double capacity – commencing July 2024



Our Brand Journey



Our Objective

To build Scottsdale brand awareness and elevate our brand positioning.

Our Audiences

CONSIDERATE MEAL PLANNERS

Planning meals for her family, looking for versatility, ethical sourcing, and locally produced proteins that allow her to experiment with interesting flavours and meals.

PRAGMATIC SUPERMARKET SHOPPERS

Pragmatic supermarket shopper looking for convenience, ethical sourcing and that makes high quality special occasions easy.

HIGH-END RESTAURATEURS & CHEFS

Looking for unique flavour experiences that perform consistently and can delight their patrons.

Scottsdale's Product Truth

Our natural Tasmanian landscape is synonymous with freshness. With pigs being sensitive to extreme climates, we tailor our farming to protect our herd from summer's rays and build hides for the worst of winter. This makes our Higher Welfare Farming standards ideal for these animals, despite the higher costs. Our commitment to ethical farming practices ensures that our pigs enjoy a high standard of welfare, allowing them to engage in their natural behaviours such as running, playing, foraging with their snouts, and developing healthy muscle tone. This not only leads to improved flavour and texture but also reflects our dedication to their living conditions.

A paddock-to-plate approach to farming and processing means we can offer custom and harder-to-find cuts of Scottsdale Pork to premium restaurants, catering to our customers' enthusiasm for diverse, versatile and quality ingredients.

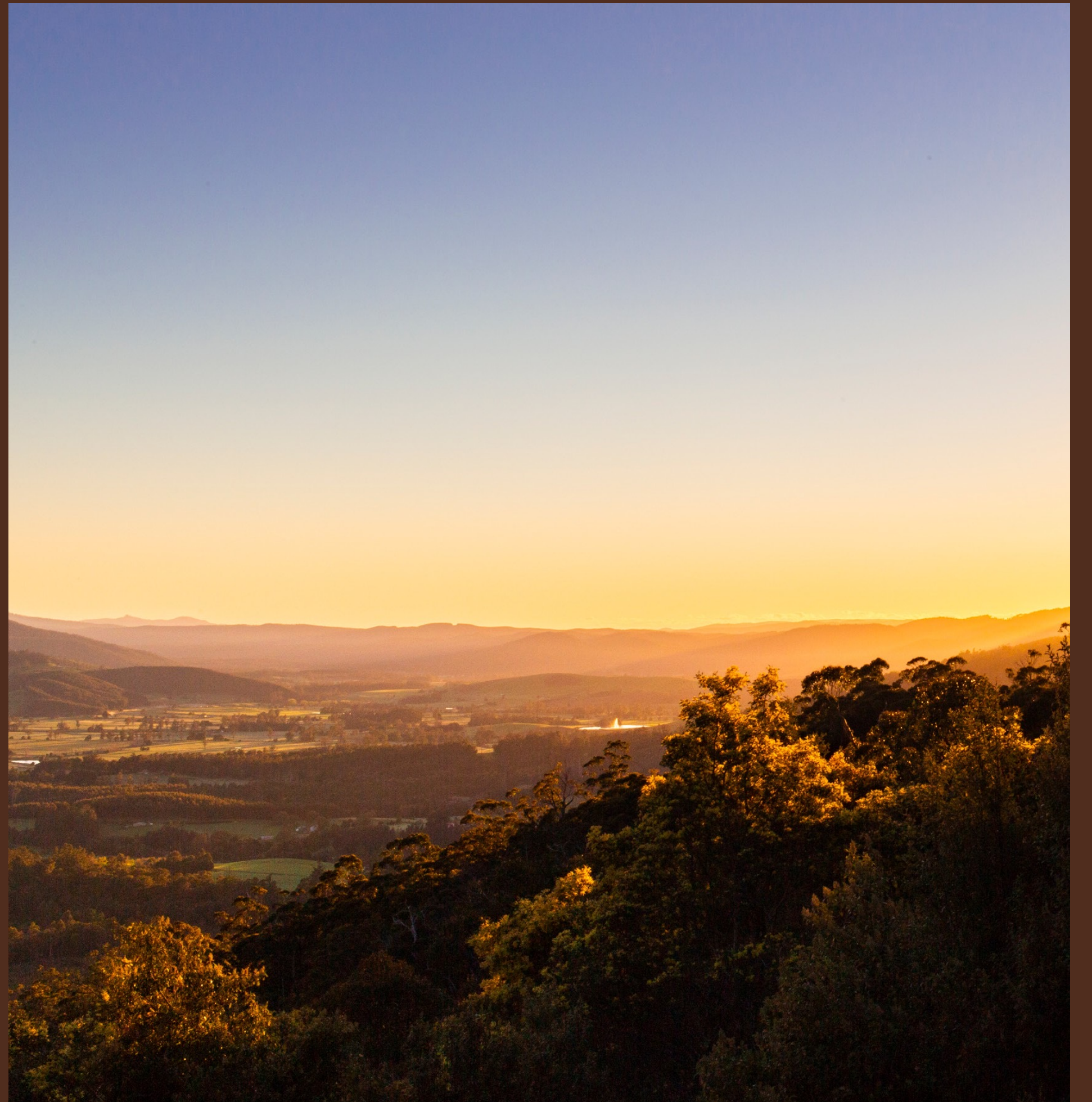


Brand Refresh

Our Mission

We exist to carefully curate the highest quality, paddock-to-plate, pork experiences for food enthusiasts, enhancing global cuisines with the unique natural flavour that can only be produced by Higher- Welfare farming standards which encourage our pigs to naturally frolic and forage in the cool climate of Tasmania's rich farmland.

Born Free – Barn Raised in
Tasmania for Superior Taste



Messages

PRIMARY BRAND MESSAGE

Born Free – Barn Raised in
Tasmania for Superior Taste

Messages

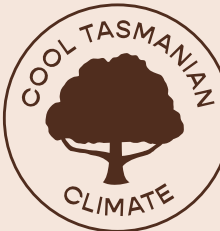
SUPPORTING MESSAGES



Responsible Sourced Natural Feed



Finest Breeds for Superior Taste and Texture



Raised in Cool Tasmanian Climate



HACCP Certified

Messages

WHY RECOMMEND SCOTTSDALE?

We curate the highest quality, paddock-to-plate pork with the unique nutty sweetness and naturally tender bite that can only be achieved with our born free - barn raised pigs.



Brand Assets

Brandmark



OLD



NEW

Packaging



Premium and Artisan Tray Products



The image shows a large, boneless Tasmanian Leg Roast of pork, wrapped in a red mesh netting. A central label provides the following information:

- Logo:** A circular logo with "TASMANIAN" at the top, "scottsdale pork" in the center, and "SINCE 1991" at the bottom.
- Product Name:** "Tasmanian Leg Roast" in a large, serif font, followed by "Boneless" in a smaller, italicized serif font.
- Description:** "JUICY TENDER PORK WITH CRISPY CRACKLE" in a bold, sans-serif font.
- Icons:** Three circular icons: "PRODUCED IN TASMANIA" (with a map of Tasmania), "100% PORK" (with a pig silhouette), and "COOKS IN 60-90 MINUTES" (with a clock face).
- Address and Website:** "SCOTTSDALE PORK", "67 WILLIAM STREET SCOTTSDALE TAS 7260", and "SCOTTSDALEPORK.COM.AU".
- Storage Instructions:** "KEEP REFRIGERATED AT 1-4°C" with a small refrigerator icon.



Wood Smoked - Ham and Bacons



Primal Cuts



Promotion

Promotional Items

- Wobblers
 - Data stripping
 - Posters (Various sizing)
 - Stickers
 - Pull up banners
 - A Frame Signs
-

Promotional Items

Brochures/Trade Presenter

- Trade Presenter
- Retail Guide

On-going support offered – happy to accept special requests and work with the stores. Please contact us on 63 522 696, or email admin@scottsdalepork.com.au for more information on how we can support you with promotional material.

Nestled beneath the rolling hills of the Scott Ranges, in the picturesque Cuckoo Valley, our pigs are born free - barn raised in the cool Tasmanian climate.

Our naturally cool Tasmanian landscape and fresh clean air creates growing environment unrivalled around the world.

Our herd can roam and explore from birth, developing natural frolicking and foraging behaviours before being moved to barns for more consistent growth, protected from the weather.

The nutrition of our animals is paramount to maintaining healthy, lean, muscular carcasses that provide our signature firm, buttery mouth feel.

Crossing Duroc, Large White and Landrace breeds results in a leaner more muscular carcass, producing more tender and succulent pork meat with a superior taste.

Our processing facilities are HACCP certified, run to strict quality and hygiene standards and governed by best practices to ensure guaranteed quality.

At Scottsdale Pork we take care throughout the entire paddock to plate process. Our family-owned business is dedicated to producing pork to the highest of standards so you can taste the difference.

BORN FREE – BARN RAISED
IN TASMANIA FOR SUPERIOR TASTE

scottsdalepork.com.au
 @scottsdalepork

New look, greater capability, same great quality and superior taste.

We've updated the look of our brand to match our growing ambitions and processing capability.

For over 20 years we've continued to improve our offering to our customers, ensuring that we always deliver the unbeatable flavours of Tasmanian born free, barn raised premium Tasmanian pork.

Contact us for our complete range of cuts and products, and taste the difference of born free barn raised Scottsdale pork.

orders@scottsdalepork.com.au

03 6352 2696

67 William Street, Scottsdale, TAS 7260

Promotional Items

WOBBLERS

- Range: Premium
- Range: Artisan
- New Product
- 100% Tasmanian

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Promotional Items

DATA STRIPS

- Scottsdale brand
- Range: Premium
- Range: Artisan

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Promotional Items

STICKERS

- Butchers Sticker 70x70
- Logo 40mm

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Promotional Items

BANNERS

- Premium
- Brand
- Artisan

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Promotional Items

POSTERS AND A-FRAMES

- Various A2, A4 & A5 available

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Brand Launch

Brand Launch

- Info on the brand launch – 5th August
 - Campaigns/ additional material for stores and our plan to support them through the transition.
 - Instore tastings, Socials etc (encouraging stores to tag us).
Geo tagging on the website of where to buy
-



CONTACT

Email: admin@scottsdalepork.com.au

Phone: 63 522 696

Address: 67 William Street, Scottsdale, TAS 7260

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