

# A simple biscuit range for any occasion

The philosophy behind Kez's Kitchen biscuit range is simple, Marketing Design and Development Manager Jara Bojcuk said. "We make biscuits that our customers would still be making at home if they had the time!" The fact that Kez's Kitchen is an Australian family owned and run company no doubt contributes to the unmistakable homemade quality of the products.

Ms Bojcuk said that the special sensory experience of enjoying a Kez's biscuit commences with the unique and innovative packaging and continues through to the very last bite. "Being a small company with limited advertising opportunities, our packaging must be innovative, contemporary and striking to help us stand out from the pack," Ms Bojcuk said. "We believe that we have achieved this with our new packaging in 2008."

During 2007-2008 Kez's Kitchen launched all new matt foil packaging, which had an immediate positive impact on sales. Ms Bojcuk reported that sales volume in units rose by 17.5 per cent for the year and that the dollar sales growth was higher again. The largest growth came from the independent market, with a 31 per cent increase, but growth in Coles and Woolworths was also strong, increasing in value by 13 per cent and 22 per cent respectively.

In May, Kez's launched a new range of gluten-free and dairy-free biscuits under it's Kez's Free label. "Our aim with the new brand is to fill a gap in the health food market," Ms Bojcuk

said. "While Australia is quite fortunate to have a growing range of gluten-free products, we have concentrated on delivering to this fast growing market segment the same premium and indulgent experience that the market has come to expect from Kez's products."

Ms Bojcuk said that she is confident that consumers are choosing to eat Kez's Free range because they want to, and not because they have to, as has often been the case with gluten and dairy-free foods in the past.

The new range has been heavily promoted in *The Australian Coeliac Magazine* and at various gluten-free food shows around Australia. Ms Bojcuk said that this has provided tremendous support to the retailers that stock Kez's Free brand, as the range has been directly promoted to more than 50,000 targeted consumers attending the gluten-free food shows.

