



final report

Project code: A.MPM.0037
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Date published: 1 June 2015

PUBLISHED BY
Meat and Livestock Australia Limited
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NORTH SYDNEY NSW 2059

Consultant Chef – summary report of key market review & product development support activities to grow red meat demand (CMA 2013/14/15)

Meat & Livestock Australia acknowledges the matching funds provided by the Australian Government and contributions from the Australian Meat Processor Corporation to support the research and development detailed in this publication.

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Executive Summary

Meat & Livestock Australia (MLA) engaged the services of Chef Glenn Austin over the past 18 months to support the Food innovation program to help identify growth opportunities for value added red meat (Project A.MPM.0037). This CMA was aligned to AOP 2015/2.3.2.1 working with key MLA staff – Michael Lee, Sam Burke, Garry McAllister and Lachlan Bowtell.

Expenses and consultancy fees to Glenn Austin Consulting to complete a suite of activities including proof of concept product development (including Bill of Materials for product builds) and market reviews of selected red meat categories were undertaken to support MLA key account presentations and photo shoots and ideation sessions – drawing upon Glenn Austin consulting network of strategic partners and global foodservice insights.

Glenn Austin Consulting:

Glenn Austin's network offers opportunities and proven results for both the Retail and Food Service Industries. He has created relationships with high-level manufacturers, hoteliers, retail groups and QSRs both Nationally and Internationally including government officials and tourism bodies to ensure the hospitality and food sector has support, sustainability and recognition where required. Glenn has developed relationships with key scientists to inform and promote Australian advancements in the food industry and strong networks with professionals to ensure he delivers the cutting edge of industry and enable his clients to be positioned correctly for profit generation.

Glenn regularly contributes to trade publications and holds the title of "most popular writer for Australia's largest leading Industry publication" Open House for 15 years and ongoing, he is renowned for his engaging, energetic, no nonsense attitude as a professional speaker and is never afraid of controversial issues speaking with passion, conviction, to the point, with great humour and relevance.

Key project deliverables were:

- Pulled Beef - concepts for Quick Service restaurants (incl. Hungry Jacks noticeably one concept, pulled beef has made it to the menu)
- High Moisture Extruded Cooked Meat – concepts for YouTube shoot
- Aged Care – review of domestic institutional channel and menu design
- European chef delegates – Brand Australia/True Aussie Meat 101 presentation
- Snacking – review of domestic foodservice menu design
- Offal – review of domestic and global foodservice trends

Appendix – photo gallery

