

MEDIA RELEASE

FOLLOWING NEW COVID HABITS, CONSUMERS SEEK AT-HOME RESTAURANT QUALITY MEAL EXPERIENCES - INTRODUCING BIRCH & WAITE NEW FRESH CHILLED SAUCES

26/10/2022



COVID has impacted Australians and how we engage with food in some meaningful ways; home is the focus of a renewed occasion and there is a great opportunity to trade up cooking at home for a special dining experience. Since COVID, 38% cook more at home and 1 in 3 people cook and prepare different meals, cuisines, and drinks more often¹.

At all levels, consumers are particularly mindful about the brands they purchase and what they stand for: quality, health, claims. Australians also express a strong interest in purchasing Australian goods and in particular local brands².

They are also willing to be more adventurous with 75% of consumers trying different brands, stores, and websites during the pandemic³. In addition to this, convenience is key, with Australians increasingly looking for quick and easy solutions, and ready prepared options.

¹ Castle Survey, News Corp Australia, n=877, NCA Audience 18+ (June 2021)

² <https://www.mckinsey.com/featured-insights/asia-pacific/getting-acquainted-with-a-more-mindful-australian-consumer>

³ McKinsey US Study



Accordingly, Birch & Waite launched a new range of fresh chilled finishing sauces in June which includes Mushroom & Truffle, Creamy Parmesan & Pepper, Citrus Herb & Butter and Creamy Pesto. These sauces add a gourmet finishing touch to protein, seafood and vegetables. They are also gluten free, with no added preservatives, and have no artificial colours or flavours. Visit <https://birchandwaite.com.au/home-cook/our-new-sauces/> for more information.



In September they have added another range, fresh chilled premium stir fry sauces. These Asian inspired fresh chilled sauces include Teriyaki Miso, Sichuan Style and Pad Thai. They are also plant based, free from preservatives and MSG, and have no artificial colours or flavours. Perfect to add

superior gourmet flavours to wok tossed vegetables, noodles and proteins. Visit <https://birchandwaite.com.au/home-cook/asian-stir-fry-sauces/> for more information.

Birch & Waite is dedicated to making the finest authentic chef style sauces. These sauces are true to the brand premium's ethos: fresh chilled, batch crafted, and made with high quality Australian ingredients. They each contain the perfect balance of expertly blended flavours to create indulgent sauces that elevate your home meals.

Retailing for \$6.50 RRP, they can be found in the fresh chilled pasta and sauces aisle in most Woolworths stores across NSW, VIC and QLD.

Birch & Waite's full fresh chilled premium sauces range includes:

- Creamy Parmesan & Pepper Sauce 200g
- Mushroom & Truffle Sauce 200g
- Creamy Pesto Sauce 200g
- Citrus Herb & Butter Sauce 200g
- Sichuan Style Stir Fry Sauce 200g
- Teriyaki Miso Stir Fry Sauce 200g
- Pad Thai Stir Fry Sauce 200g

-- ENDS --

For media enquiries, images, interview or free product samples, please contact:

Leanne Rimando

Mobile: 0408 485 858

Email: leanne.rimando@birchandwaite.com.au

About Birch & Waite

Birch & Waite was founded more than 30 years ago, with a vision to provide superior quality fresh, chilled products for the professional, or home-based, chef. Birch & Waite's passion for superior quality food began with its founder, Willi Schultheiss. Willi was raised in rural Switzerland, where he developed an appreciation for fresh produce and an understanding that the best-tasting food comes from fresh ingredients, crafted in small batches: values still upheld in the company today.

After Willi migrated to Australia in 1972, he longed to find a mayonnaise with the same fresh creamy taste and quality he loved back home. Unable to find one, Willi collaborated with his business partner Peter Flick, a foodie, and successful businessman, to create a European-style mayonnaise. It took seventy-three iterations back in 1990 to perfect the first batch-crafted, fresh-chilled, Whole Egg Mayonnaise, the first of its kind in Australia.

Fundamental to the character and quality of Birch & Waite's delicious products are the uniquely authentic recipes and commitment to sourcing the finest Fresh Australian ingredients possible. Today, Birch & Waite proudly continue Willi and Peter's food philosophy for superior quality products crafted with fresh ingredients.