



HEILALA®
VANILLA

HEILALA VANILLA BRANDING AND EXPORT MARKETS



HEILALA VANILLA VISION STATEMENT

To be a globally recognised premium food ingredient brand that has strong connections to both our supply chain and customers



- Started as an Aid Project after Cyclone Waka in 2001
- Heilala established in Vava'u, Kingdom of Tonga 2002
- Partnership between Ross/Boggiss Family and Latu Family
- New Zealand and Tonga





- Establishing the Heilala Vanilla plantation
- First harvest of 45kgs in 2005
- Subsequent partnerships with Vanilla growers formed
- 2013 – 5 tonne exported
- Building supply chain and strong brand story



- The Heilala Brand – tells story of origin and partnership
- The 4 p's ; price, product, promotion, & place for a premium niche product
- Creating added value products with strong research and development
- Introducing Virgin Coconut Oil to the “Heilala “ brand

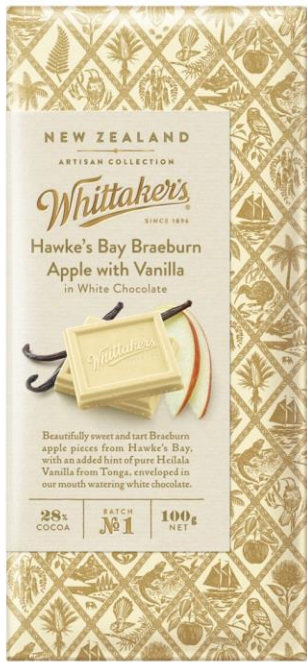


- Building a brand in the modern foodie world
- Aligning with chefs/media/ industry
 - 2010 Culinary trip to Tonga with Peter Gordon
 - 2011 Country Calendar TV Programme
 - 2013 Culinary trip with Food Writer and Chef
 - 2015 Culinary Trip with Melbourne based Chef and foodies
- Experiencing the South Pacific Back story



Building a Global Brand

- Focusing on one market at a time – no two markets the same – different models of distribution, entry regulations, customer preferences
- Understanding and spending time in export markets
- Ensure strong and consistent branding – media, labelling, website,
- Trademark Registration
- Current Heilala Export Markets – Australia, Singapore, Japan, and USA. Other markets include Hong Kong, Brazil,



- Establishing long term relationships –global food corporates versus artisan food producers
- Networks and connections- vertical marketing – retail, food service, and food manufacturing
- Persistence, set backs, determination, capital for growth
- Planning ahead and forecasting – vanilla annual crop, growth and balancing supply chain with sales and customer demands



- Standing out in a crowded market - unique selling points
- What sets your brand apart?
- Staying focussed on the end goal



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