

# Aussie Select

## Research and development project

**P.PSH.1213 – Aussie Select Cuts: development and testing new lamb US deli products and insights**

### Process

Small goods manufacture, cook/chill protocols.



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### Summary

Each year, \$7.7 billion is spent by US consumers on deli meats with sales expected to continue following reports that consumers buying ready-to-eat or ready-to-heat foods weekly has increased 154% in the past three years.

Despite the size of this sector, there are limited lamb-based products offered, yet lamb – particularly from Australia – meets the needs of today's US consumer.

- 66% of shoppers look for 'healthy' options when buying meat. Lack of change and expansion in product assortment are consistent complaints.
- 88% of shoppers want to see more new items and flavours in retail. When shoppers do see something new, sales pop.
- Consumers are interested in seeing the deli featuring organic, non-GMO, and other mega trend-inspired foods.



This project identified that clearly, there is a market to help the deli and meat portfolio capture more growth and profit.

### Outcomes

Aussie Select is a significant solution to penetrate the US market to drive awareness, interest and preference of Aussie lamb. MLA has been actively exploring clean label ingredient and technology platforms.



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In July 2024, 73 Costco stores in North America participated in an LTO (Limited Time Offer) for the lamb pastrami as featured above. The brand is a clear call out to its Australia Country of Origin and includes True Aussie Lamb branding prominently on the front of label.

Beyond branding, current tonnage projections to meet the demand for Aussie Select shows a potential for over 3,700,000 pounds (1.68M kg) of Australian raw product over the next five years. Aussie Select will introduce a new market to Australian lamb, opening up new occasions, new users, and new innovations beyond the deli.

#### Contact

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