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**WILEY**

Consumers want your produce...  
and they want it from you!

Brett Wiskar  
Commercial Technology Director  
Wiley

[www.wiley.com.au/foodtech/](http://www.wiley.com.au/foodtech/)



**design, build & maintain food manufacturing processes & facilities  
so our clients can produce safe quality food for their customers.**

**What am I responsible for...**

I look at digital, innovation, data (big & small), strategy, business models & the future of our industries & markets.



## Going digital, going direct

Digital strategies to help brands  
connect with today's consumer

Figure 1: Digital platforms create new opportunities for brands

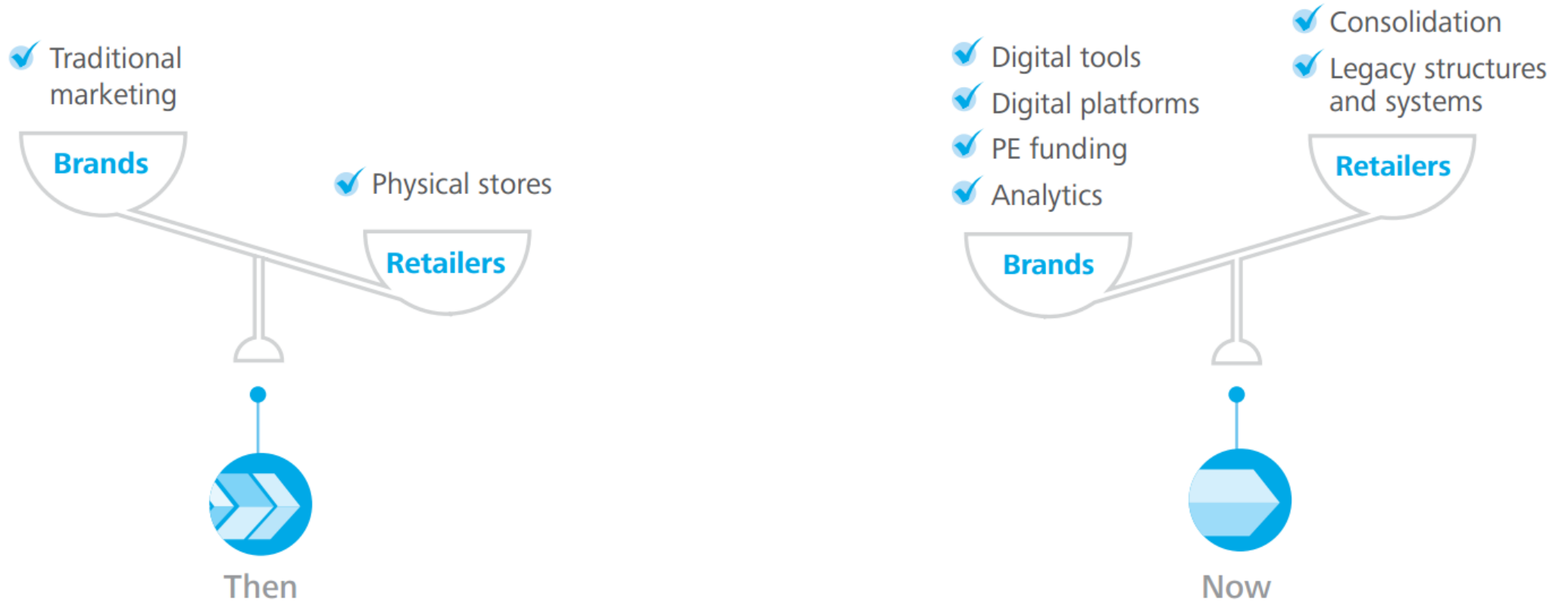




Figure 2: Launching a branded product

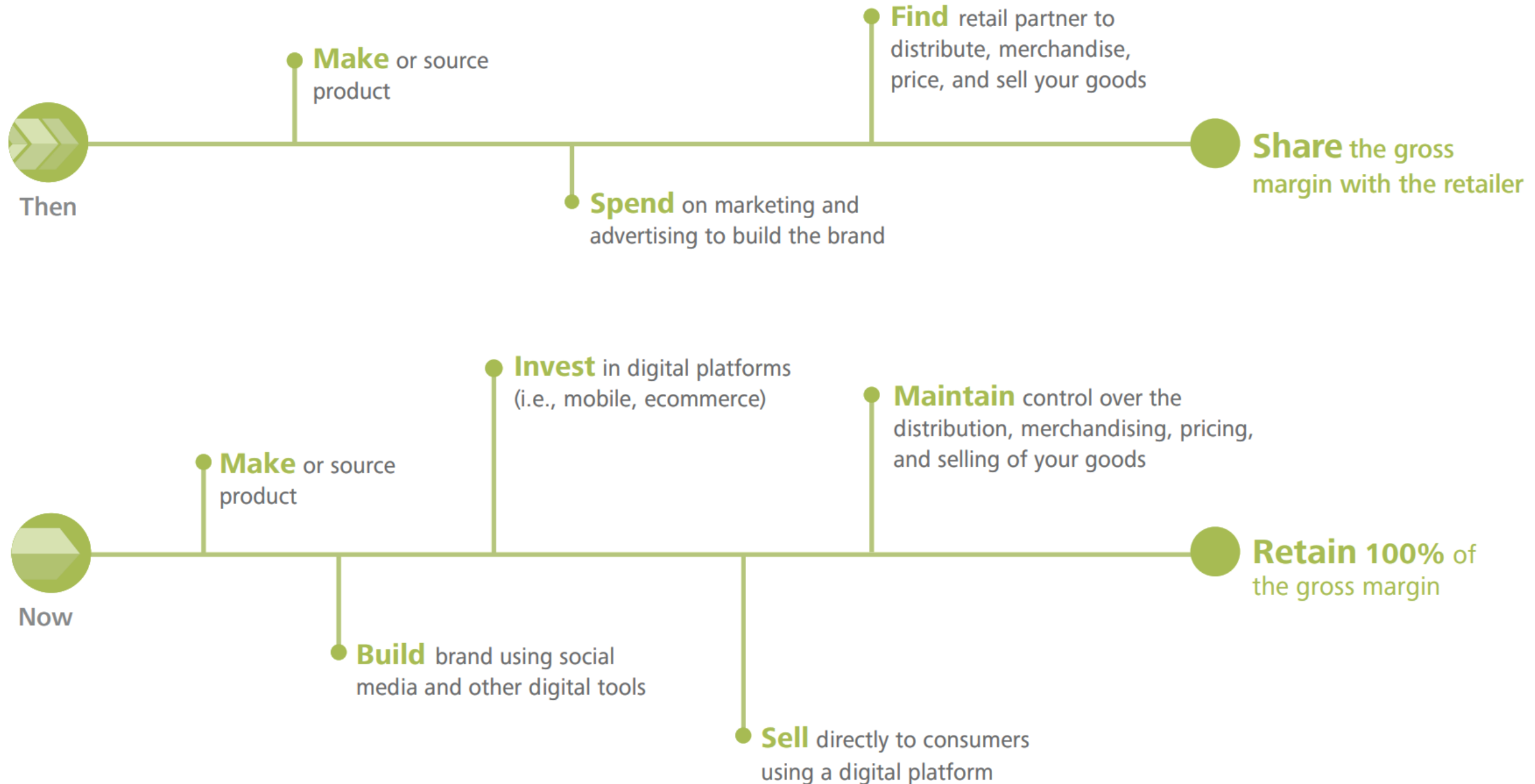


Figure 3: General opportunity

Dimension	Traditional		Digital
Reach	Finite	➡	Unlimited
Personalization	Mass market	➡	Personalized
Loyalty	Basic	➡	Advanced
Access to customer	Limited, periodic	➡	Comprehensive, real-time
Pricing	Partial control	➡	Full control
Speed to market	Slow	➡	Fast
Merchandising	Limited control	➡	Full control
Assortment	Limited	➡	Full
CAPEX	High	➡	Low
Overhead	High	➡	Low





# “The margin is in the adjectives”

*Professor David Hughes, Imperial College London*

Ocean grown

Line caught

Grain fed

Organic

Locally grown

Gluten free

Nut free

Dairy free

Over roasted

Fairtrade

Free range

Sustainably sourced

Fresh to you

Spray free

Antibiotic free

Hormone free

Additive free

GMO free



# Grewar Farm Vending

Fresh farm produce available from our  
**VENDING MACHINES** for your  
convenience

At Grewar Farm Vending we bring the food from our local fields to your fork.

The Grewar family are farmers and whole farm contractors based in East Perthshire for over a century, providing produce to well known brands such as Albert Bartlett and Scotty Brand.

Visit one of our easy to operate vending machines located across Tayside and beat the Christmas and New Year grocery queues - knowing that you'll be getting the best locally grown



# Amazon eyes Australian grocery delivery launch

June 13, 2016

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**Madeleine Heffernan**

Business reporter

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**"... it's not about big data, it's about big decisions"**  
- Rob van Egmond, Quintiq CEO

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from The Times, June 2016

QUINTIQ

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“You can see a scenario where, at 4 o'clock this afternoon, a light bulb arrives at my door and I say: 'Why is this here?' And 30 minutes later our light bulb goes out – because Amazon knows that your light bulb was about to run out.”

Peter Larsen | VP Devices | Amazon







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and they want it from you!

Brett Wiskar  
Commercial Technology Director  
Wiley

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