



PURE HARVEST

Metcash Range
Product Information

Liaise Sales Rep Team



Brand Principles

Characteristics and Principles that sets PureHarvest apart:

- Organic Ingredients
- Australian owned family business – manufactured in Victoria.
- Simple ingredients with no additives (No emulsifiers, preservatives, acidity regulators, flavours, colours etc.)
- Healthy – No cane sugar, minimal processing
- Strong Market presence - 40 year old brand with loyal customer base

Long Life Milks

Plant Based Milks



Oat Milk

Talking Points:

- Value & price – Better value for customers. More room for margin.
- Certified Organic
- Compare the ingredients list



Ranged in Majors?

Coles	✓
Woolworths	✓

Key Competitor Comparisons

Brand	RRP	Certified Organic?	Australian owned?	Key Ingredient
PureHarvest 	✓ \$3.10	✓	✓	✓ Whole Organic Oats (15%)
Oatly 	✗ ~\$4.80	✗	✗	✗ Oats (10%)
Vitasoy 	✗ ~\$4.00	✗	✗	✗ Oats (10%)
Minor Figures 	✗ ~\$4.95	✗	✗	✗ Oats (10%)

Coconut Milks

Talking Points:





- Number 1 Coconut milk in Australia with ~50% marketshare
- Certified Organic
- Compare the ingredients list



Original

With Almond

Key Competitor Comparisons

Brand	RRP	Certified Organic?	No Additives?	Key Ingredient
PureHarvest 	✓ \$3.80	✓	✓	✓ Coconut Milk (20%)
Australia's Own 	✗ ~\$4.00	✓	✗ Locust Bean Gum, Sodium Alginate, Guar Gum	✗ Coconut Cream (7.5%)
Vitasoy 	✗ ~\$4.00	✗	✗ Inulin, emulsifier (471), vegetable gum (407, 418), natural flavours	✗ Coconut Cream (8%)
Milk Lab 	✗ ~\$5.95	✗	✗ Raw Sugar, Vegetable Protein, Stabilisers (415,418), Natural flavours	✗ Coconut cream (15%)

Ranged in Majors?

Coles 

Woolworths 

Almond Milks

Talking Points:

- Value & price - Better value for customers. More room for margin.
- Has 2-3 times more Almonds than competitors
- Certified Organic



Original
(w/ rice syrup)

Unsweetened

Ranged in Majors?

Coles	✓
Woolworths	✓

Key Competitor Comparisons

Brand	RRP	Certified Organic?	No Additives?	Key Ingredient
PureHarvest	✓ \$3.80 / \$3.50	✓	✓	✓ Activated Almonds (7%)
Almond Breeze	✗ ~\$4.00	✗	✗ Tapioca starch, carrageenan, sunflower lecithin, natural flavour	✗ Ground almonds (2.5%)
So Good	✗ ~\$4.00	✗	✗ sunflower lecithin, natural flavour, sodium bicarbonate, vegetable gum, ascorbic acid	✗ almonds (2.5%)
Vitasoy	✗ ~\$4.00	✗	✗ sunflower lecithin, natural flavour, vegetable gum (gellan).	✗ almonds (3.8%)

Rice Milk

Talking Points:

- Value & price - Better value for customers. More room for margin.
- Certified Organic
- Compare the ingredients list



Key Competitor Comparisons

Brand		RRP	Certified Organic?	Australian Owned?	Key Ingredient
PureHarvest		✓ \$2.40	✓	✓	✓ Brown rice (14%)
Vitasoy		✗ ~\$3.80	✗	✗	✗ Brown rice (13%)
Australia's Own		✗ ~\$3.50	✓	✓	✗ Rice Flour (14%)

Ranged in Majors?

Coles ✓

Woolworths ✓




Soy Milk

Talking Points:

- Value & price - cheaper than most
- Has 3-4 times more Soy beans than most competitors
- Certified Organic



Key Competitor Comparisons

Brand	RRP	Certified Organic?	No Added Sugar?	Key Ingredient
PureHarvest 	✓ \$2.05	✓	✓	✓ Whole Soy beans (15%)
Australia's Own 	✗ ~\$3.00	✓	✓	✗ Milled Soy beans (4.7%)
So Good 	✗ ~\$3.00	✗	✗ Corn maltodextrin, cane sugar	✗ Soy Protein (3.5%)
Vitasoy 	✗ ~\$3.50	✗	✗ Raw sugar, barley malt	✗ Soy Beans (14%)

Ranged in Majors?

Coles 

Woolworths 

Pantry Staples

Vegan & Organic Alternatives



Nut Spreads

Talking Points:

- Value & price – Better value for customers. More room for margin.
- Traditionally Stoneground. This method preserves the nutrients & flavour of nuts compared to modern steel mills.



Smooth

Crunchy



With Maple Syrup

Ranged in Majors?

Coles	X
Woolworths	X

Key Competitor Comparisons

Brand	RRP	Stoneground?	100% Almonds?	Australian owned?
PureHarvest 	✓ \$7.00 / \$8.00	✓	✓	✓
99th Monkey 	X ~\$9.50	X	✓	✓
Noya 	X ~\$11.00	X	✓	✓
Mayvers 	X ~\$9.00	X	✓	✓

Chocolate Spreads

Talking Points:

- Value & price – cheaper than competitors. Room for higher margin. Better value for customers
- Vegan Chocolate Spread
- No palm oil, cane sugar or additives






With Hazelnuts

Original

Ranged in Majors?

Coles	X
Woolworths	X

Key Competitor Comparisons

Brand	RRP	Vegan?	No added cane Sugar?	No Palm Oil?
PureHarvest 	✓ \$5.20	✓	✓	✓
Pana 	X ~\$10.00	✓	✓	✓
Loving Earth 	X ~\$11.00	✓	✓	✓
Nutella 	X ~\$5.00	X	X	X

Rice Cakes

Talking Points:

- Value & price – cheaper than competitors. Room for higher margin. Better value for customers
- Certified Organic
- Made in Australia not overseas



With Quinoa



Original

Key Competitor Comparisons

Brand	RRP	Certified Organic?	Made in Australia?
PureHarvest 	✓ \$2.40	✓	✓
Ceres Organic 	✗ ~\$3.50	✓	✗
Sunrice 	✗ ~\$3.00	✗	✓

Ranged in Majors?

Coles	✓
Woolworths	✗


Soy Sauce

Talking Points:

- Value & price – cheaper than competitors. Room for higher margin. Better value for customers
- Certified Organic
- Gluten Free Soy Sauce



Key Competitor Comparisons

Brand	RRP	Certified Organic?	No Additives?	Key Ingredient
PureHarvest 	✓ \$4.15	✓	✓	✓ Soybean (56%)
Ceres Organic 	✗ ~\$9.00	✓	✗ alcohol	✗ Soybean (15%)
Kikkoman 	✗ ~\$6.50	✗	✗ Glucose, wheat, alcohol	✗ Soybean (33%)

Ranged in Majors?

Coles



Woolworths



Rice Syrup

Talking Points:

- Value & price – cheaper than competitors. Room for higher margin. Better value for customers
- Certified Organic
- No. 1 Rice Syrup in Australia
- Fructose Free Sweetener



Key Competitor Comparisons

Brand	RRP	Certified Organic?	Australian Owned?
PureHarvest 	✓ \$4.15	✓	✓
Ceres Organic 	✗ ~\$6.50	✓	✗

Ranged in Majors?

Coles ✓

Woolworths ✓