

# SAMAC's Sampling Campaign Targets Chefs, Bakers and NPD Departments



*Anna Hansen*

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With the South African Macadamia Growers' Association (SAMAC) continuing its drive to increase Macadamia usage in the UK across the manufacturing, bakery and food service industries, last month saw a targeted campaign to get samples of nuts and macadamia marketing information into the hands of new product development departments, chefs and master bakers.

500g packs of styles 4 and 5 macadamias along with an information folder were sent to the NPD's at 50 top UK manufacturers, and master bakers at 30 renowned bakeries.

To target the restaurant trade, a 500g pack of style 5 nuts, a freshly baked loaf of Macadamia & fruit cornbread and a marketing leaflet were delivered to chefs at 100 select London restaurants. A further 1200 leaflets were sent to restaurants and artisan bakeries throughout the UK.

Initial feedback from those who received the nuts has been very positive with chefs particularly impressed by how well the macadamias worked in the freshly baked bread they were sent.

Anna Hansen, renowned chef and owner of the Modern Pantry restaurant, was pleased to be reacquainted with the nuts as a result of the sampling and they have already been incorporated onto her current menu in a dish with roast cod and beetroot.

Nick Vadis, chairman of the Craft Guild of Chefs and spokesperson for SAMAC to the trade, commented on the initiative.

'Getting samples into hands of chefs, bakers and NPD departments is a great way of driving awareness and usage of particular products. They don't want to be told how to use certain ingredients but instead want to play around with them and work out for themselves how best they can be used. It is these innovators who drive creativity in the food sector and I am excited to see what they can create with the samples they've received.'

The sampling has been part of a wider initiative promoting awareness of the unique taste and health properties of the nut which has included a concerted trade press campaign targeting key industry titles.

'Over the last couple of years we have made great strides in raising awareness of Macadamias throughout the food industry, with increased usage in new products and on restaurant menus. It's now crucial that we maintain this momentum and we are confident that the sampling campaign will help us to achieve this', said Derek Donkin, CEO of SAMAC.