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FMCG Accelerator

Reach your Consumers
Engage your Shoppers
Win with Retailers

FMCG Accelerator | Case Study

Uvoilà 100% Australian Grapeseed Oil.

The Context

Uvoilà is a global brand, owned by The Randi Group. The Randi Group is a 50 year-old, family-owned, Italian-based international manufacturer of natural food and beverage ingredients, which are made predominately from the by-products of the winemaking industry.

The Randi Group has a presence in four continents including Australia, and is a strong supporter of, and an active investor in, sustainable manufacturing practices. They combine ancient manufacturing processes with the latest generation technologies, producing products which are 100% natural. They actively invest in manufacturing plants which create thermal and electrical energy from the same materials from which the finished product are obtained, creating sustainable, self-sufficient production centres around the globe. Their global brand – Uvoilà – tells the story of that commitment via both it's packaging and all-natural product.

In Australia, the Randi Group is represented by Australian Tartaric Products Pty Ltd (ATP). Based in the winemaking region of Mildura, ATP employs the same self-sustaining production technology which is used in Randi Group plants globally, producing 100% natural products, from the by-products of the Australian Wine Industry.

In 2013, ATP was awarded the prestigious Lever Award, for the installation of a Biomass Boiler, which uses raw materials from the winemaking industry to create thermal and electrical power for their plant in Collignon, VIC.



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The Challenge

ATP produce 100% Australian Grapeseed Oil using an all-natural expeller-pressed method, which does not involve the use solvents or chemicals to obtain the finished product. These two attributes make the ATP product unique when compared to the competitor offers from large, global Olive Oil manufacturers.

Grapeseed Oil is an incredibly healthy product, and can be successfully used for both cooking and skincare. However consumer awareness of the segment is low, and with the current global brands not consistently investing in marketing or innovation, there was a clear opportunity to disrupt and grow the segment, via the introduction of a 100% Australian, all-natural product.

The Randi Group sell their retail products under their global brand – Uvoilà. The Uvoilà brand is positioned to be attractive to young families across western markets, however it needed to be ‘localised’ to fit the Australian offer and attract the Australian Shopper.

As ATP was not selling retail food products in Australia, a full business-case for the launch needed to be built, to determine if the opportunity to launch the Uvoilà brand in Australia was commercially viable. And if so, what support was needed to launch the brand into the Australian retail market.

How we Helped

ATP chose Lightswitch Consulting’s FMCG Accelerator as the best solution to launch Uvoilà into the Australian Market.

Our Retail Engagement solution helped ATP to clearly identify the category opportunities which their innovative range and capabilities were uniquely suited to meet, within the Cooking Oils Category.

Lightswitch worked with ATP to conduct local market research, design a local version of the global Uvoilà brand, and conduct P&L modelling to quantify the business case for an Australian market launch. This enabled ATP to decide to launch the brand in 2023.

Following that decision, the Lightswitch team worked with retail category buyers in the major grocery retailers, to validate the opportunities which we saw, and make sure that our growth strategies were relevant and engaging.



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The Lightswitch team then worked with ATP to build the listing proposals for the Cooking Oils Category review, enabling ATP to create a compelling proposition for the listing of Uvoilà 100% Australian Grapeseed Oil in Australia.

As part of preparing for the category reviews, the Lightswitch Digital Marketing team helped ATP build a Digital Retail Marketing Strategy for Uvoilà. This strategy was designed not only to raise brand awareness with the target audience, it also took prospective brand shoppers through an omni-channel path-to-purchase, resulting in trial once on shelf.

The Outcome

Working together, Lightswitch helped ATP successfully secure listings in 120 premium Woolworths Supermarkets in January 2023, displacing established global competitors in the process.

The Lightswitch team created and executed a from-scratch Social Media presence for Uvoilà across multiple media channels, which links seamlessly to an omni-channel retail media campaign including on-line awareness and shelf-based POS.

Following the January launch, initial sales and media reach are promising, and we continue to work with ATP to drive both Retailer and Shopper Engagement for the Uvoilà brand in Australia.

Team Details

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Lightswitch Team:

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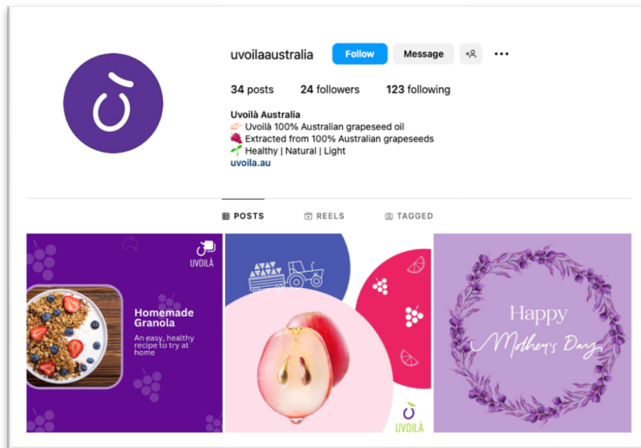
Louise Eagle: Category Strategy and Category Review Support

Sam McFarlane: Digital Marketing

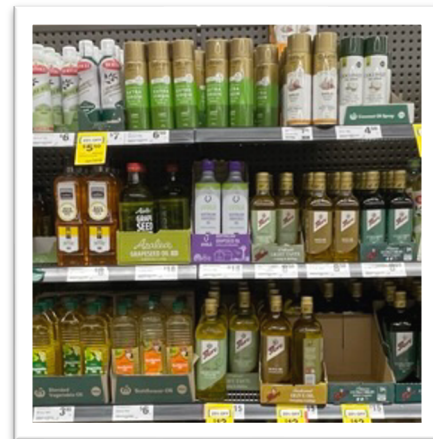


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Uvoila Instagram Page- May 2023



Woolworths Northbridge - Feb 2023

References

<https://www.randi-group.com/en/chi-siamo-en/>

<https://www.australiantartaric.com.au/>