



Lightswitch Consulting

Connecting you to growth.



FMCG Accelerator

Reach your Consumers

Engage your Shoppers

Win with Retailers

FMCG Accelerator Case Study - Kialla Pure Foods.

Context

Kialla is an Australian Organic Institution – a privately owned manufacturer, is based in Toowoomba, Queensland. Kialla was one of 5 companies responsible for founding of what has gone onto become a \$2 Billion Organic Industry in Australia.

In 2019, Kialla had a thriving business supplying a range of flours and grains to the Wholesale and Commercial trade. Kialla also had a selection of retail products, which were ranged in a number of Independent Grocery stores around Australia, supported by a fragmented legacy distributor network.

With continued consumer momentum behind health and wellness trends, Kialla realised they had an opportunity to lead category growth and secure penetration into Mainstream Grocery, via a targeted grocery offer, bringing to market a unique Australian Organic innovation.

The Challenge

While the distributor-led growth in independent retail was positive, the cost for the route-to-market was high. And, as Coles & Woolworths increasingly upscaled their offer to attract the lucrative health shopper, consumers were moving away from independent retail, further constraining growth in the channel.

To enable the investment in brand awareness to successfully scale the retail range, volume growth through mainstream grocery outlets was required.



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How we Helped

Kialla chose Lightswitch Consulting's FMCG Accelerator as the best solution to scale their retail business.

Our Retail Engagement solution helped Kialla to clearly identify the category opportunities which their portfolio and innovation were uniquely suited to meet, across the multiple grocery categories which Kialla saw an opportunity to enter.

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

The Lightswitch team then worked with Kialla to build the listing proposals for the category reviews, enabling Kialla to create a compelling proposition for listing a branded range of SKUS.

As part of preparing for the category reviews, the Lightswitch Digital Marketing team helped Kialla build a Digital Retail Marketing Strategy. 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.

Last but by no means least, we got the Kialla Category Review proposals in front of the right category buyers across Coles and Woolworths, at the right time.

In total, Lightswitch and Kialla presented Kialla branded retail offers to 8 category buyers across 4 grocery categories in coles and Woolworths, over a period of 18 months.

The Outcome

Working together, Lightswitch helped Kialla successfully secure listings for over 22 new products, in 4 different categories. We achieved in excess of 6,000 distribution points across Coles and Woolworths, helping Kialla to kickstart their strategy to grow their brand in the mainstream retail Grocery channel in Australia. This success ultimately lead to Kialla being awarded Organic Brand of Year in 2022 at Australian Organic Industry Awards, hosted by peak industry body Australian Organic Limited (AOL).



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Team Details

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Lightswitch Team:

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Katie Hunter: Digital Marketing and Retailer Engagement

Louise Eagle: Category Strategy and Category Review Support



Woolworths Double Bay, 21st June 2022



Australian Organic Brand of the year 2022