

Breville

THE MARKET

Over the last 75 years, the Australian way of life has continually changed and with it the role of the kitchen. Once the domain of the traditional housewife, the kitchen is now considered the heart of the home.

Kitchen tools have evolved from basic utensils to perfectly engineered and beautifully designed electrical appliances, that save time and produce professional results.

Trends in society have changed the way we prepare food at home. Multiculturalism has broadened the nation's palate, resulting in the introduction of appliances like Breville's electric wok and rice cooker.

Food preparation has become entertainment. Top chefs have gained celebrity status and there is an ever-increasing number of magazines and television programs centred around preparing food at home.

Consumers are emulating their favourite chefs and demanding superior kitchen appliances with the functionality to deliver consistent, professional results. Breville has combined this functionality with world-class design that compliments kitchen decor.

Breville has responded to Australian trends, developing stylish, quality appliances that meet the demands of our changing lifestyle.

Breville's continued commitment to innovation underpins its leadership position within the small appliance industry.



ACHIEVEMENTS

A standout achievement in Breville's history is the scissor action sandwich toaster. When it was launched in 1974, it reached 10% of Australian households in its first year of sale, making it one of the most successful new product launches ever in Australia. In fact, the term "Breville" is now part of the Aussie vernacular, often used when referring to the style of toasted sandwich it makes. It is even recognised in Australia's Macquarie Online Dictionary!

In late 1977, Breville revolutionised the kitchen with the launch of the Kitchen Wizz, Australia's first direct drive food processor and to this day, Breville's Kitchen Wizz remains amongst Australia's best selling food-processors.

For Breville, success has not been limited to Australia, with many Breville developed appliances enjoying success worldwide. For example, Breville developed the world's first Juice Fountain™, a juicer with a wide feed tube that removed the need to cut fruit and vegetables before juicing.

It is Breville's commitment to designing innovative appliances that solve every day needs that has seen Breville recognised with numerous design awards worldwide. The 800 Class Citrus Press, Juice Fountain and Ikon Espresso Machine have all received the prestigious Australian Design Award. Recent international awards include Best in Category, Kitchen Electrics at the Housewares Design Awards in New York, the Chicago Athenaeum Good Design Award™ and the German iF Design Award. In addition to receiving design accolades, the Ikon Kinetix Blender, 800

Class Citrus Press and Espresso Machine are on display at Sydney's Powerhouse Museum, to demonstrate Australian design skill and engineering ingenuity.

HISTORY

Any history of the Breville Company must inevitably be linked with the history of the man who founded and ran it for almost fifty years, W.J. (Bill) O'Brien.

In 1932, O'Brien and good friend and fellow engineer, Harry Norville, decided to pool their resources and start their own business.

It was on Melbourne Cup Day 1932 that "Breville Radio" was registered with a paid up capital of five hundred pounds. Breville is a derivative of their surnames, O'Brien-Norville. Breville Radio continued to grow and just three years after the company was established, it moved to larger premises at Elizabeth Street, Sydney (pictured above).





Housewares International (HWI), a listed Australian Public Company, has grown from a turnover of \$25m (electrical sales) to \$400m. HWI Electrical has subsidiaries in the USA, Canada, New

Zealand and Hong Kong. During World War II, Breville's focus turned to the war effort, manufacturing mine detectors. Post war, the radio market boomed in Australia, but Bill O'Brien saw the success of television overseas. Sensing the impending impact, O'Brien decided to sell the radio business and, in 1951, Breville's focus turned to small appliances.

Breville's success can be attributed to its culture of innovation and the talent of young Australian Engineers and Industrial Designers who have ensured that Australian designed products are sold around the world.

THE PRODUCT
Breville products are sold in over 1,400 electrical retail outlets across Australia and New Zealand. Breville offers a complete range of electrical kitchen appliances, from everyday traditional products to professional high performance, die-cast products.

In 1965, John O'Brien (son of Bill) was tasked with sourcing small appliance agencies for Breville and introduced brands such as Braun, Pifco and Friedland to Australia. John's passion was product and, under his leadership, Breville R&D was founded. On his retirement, his daughter, Barbara O'Brien, took over the management of R&D.

As more women joined the workforce in the 1970's, saving time became a priority and, in response, Breville's range expanded to cater to their needs. In 1979, Breville opened its own office in Hong Kong, which today is central to Breville's International business expansion.

By the 90's, consumer attitudes and lifestyles had changed with an increased awareness of healthy, low-fat cooking. Families also began experimenting in the kitchen with Asian and Mediterranean cuisines and Breville responded by developing products including high performance electric woks and health grills.

'Café Culture' was also growing and Breville recognised that consumers wanted to enjoy café style focaccias and fresh juices at home, which led to the invention of the Sandwich Press and world acclaimed Juice Fountain™.

RECENT DEVELOPMENTS
The annual Young Designer Award was introduced in 2006 and was created to foster young Australian design talent.

In 1990, Joe Hersch was recruited as a Corporate Doctor to formulate a strategy to re-invigorate Breville. 17 years later, Joe is still with Breville as CEO. Over the past 17 years Breville, now part of



PROMOTION

Building ongoing relationships with its customers is paramount and, with this in mind, Breville has established a number of communication channels across television, print, radio and online media. The Breville website is a hub of activity, with the Breville Coffee Club offering tips for the at-home coffee connoisseur, and Juiceville outlining tips and recipes for healthy living. Consumers receive tailored recipes with each product and ongoing information through the Easy Living magazine and regular online newsletters.

BRAND VALUES

Inspiration. Every day.
Enriching people's lives.
Every working day, until his passing



in 2003, John O'Brien read all customer feedback received by Breville. "It's the most important thing I do", he said. "Some of our best product ideas came from our customers. For us, the ultimate appliance is one that gets used every day, not just a showpiece". This practice has continued and is central to Breville's commitment to meet, and exceed, consumer expectations.

THINGS YOU DIDN'T KNOW ABOUT BREVILLE

- Breville is an Australian company, celebrating 75 years of innovation in 2007.
- Breville was started on Melbourne Cup Day 1932, and the winning horse in the main race was Peter Pan.
- Breville is a derivative of the names of Bill O'Brien and Harry Norville, who started the company.
- The first product ever produced by Breville was a radio.
- During World War II, Breville manufactured mine detectors.
- The scissor action, toasted sandwich maker was a world first and so successful that the term "Breville" is now associated with the toasted sandwiches it produces, and is even recognised in Australia's Macquarie Online Dictionary.
- Breville's top of the line products are designed from the ground up in Australia.
- Breville has company offices in Australia, New Zealand, Canada, Hong Kong and the USA.
- The Breville Young Designer Award has become part of the curriculum at leading universities in Australia.