



THE MARKET

Vegemite is a truly iconic Australian brand and its unique heritage is unmatched by any other spread or perhaps even any other Australian brand. Vegemite has always been around, it's a part of growing up happy and healthy in Australia – part of our DNA, and consumers naturally associate it with their childhood.

Families have always eaten Vegemite. Parents want their children to like Vegemite so it can be passed on to future generations, making Vegemite much more significant than just their own childhood memories. Loving Vegemite makes you part of the bigger Australian family – a link across generations.

Not that its enjoyment is restricted to family use only; in the Second World War Vegemite was in the trenches alongside the Diggers.

Vegemite is produced in Australia at Kraft Foods' Port Melbourne manufacturing facility. This has the capacity to produce 235 jars of Vegemite a minute, and more than 22 million jars are sold in Australia every year.

ACHIEVEMENTS

Mention Vegemite to any Australian and you are likely to find instant recognition. There are bald facts about Vegemite, such as the fact that 70 percent of it is consumed at breakfast, and most is eaten on toast. But facts alone cannot convey the full flavour of this unassuming black paste.



Vegemite is one of the world's richest known sources of B complex vitamins, especially thiamine, riboflavin, niacin and folic acid.

HISTORY

At the beginning of the 1920s, the Fred Walker Company had a successful business making, selling and exporting food products. Its owner Fred Walker decided that it was time to tackle the concentrated yeast spread market, and in 1923 he hired Dr Cyril P. Callister to develop an Australian yeast spread.

In a laboratory at the Albert Park factory Dr Callister, who incidentally became Australia's leading food technologist in the 1920s and '30s, experimented with brewers' yeast from the Carlton & United brewery. By July 1923 he had developed the spread that Walker wanted. The product was ready but the name wasn't.

Fred Walker turned to the Australian public and launched a nationwide competition to find a name for his new food. The prize pool held a very tempting fifty pounds, and the name selected was Vegemite.

An English yeast spread dominated the Australian market at the time, and shoppers were reluctant to add Vegemite to their baskets. Sales languished. The product was actually renamed only four years after its introduction, and relaunched as

"Parwill". This was an attempted play on words: "If Marmite... then Parwill" was the intended pun, but it didn't sell the product.

Walker went back to his first choice of name when he became convinced that the problem was getting consumers to try the product. He launched a vigorous two year coupon redemption scheme and gave away a jar of Vegemite with every purchase of another product in the Fred Walker Company range.

The campaign worked: consumers tried the product, and loved it. Baby health centres across the nation were even recommending it as an ideal food supplement for both babies and nursing mothers. Australians of all ages continue to love Vegemite today. Its unique flavour could almost be called the taste of Australia.

Just before the outbreak of the Second World War, Vegemite gained official endorsement from the British Medical Association. It was then advertised in the Australian Medical Journal, and doctors were increasingly recommending it as a

nutritionally balanced food. During the War, supplies of Vegemite to civilians were rationed as the Armed Forces bought it by the seven pound (3.2kg) container.

During the post-war "baby boom", wartime goodwill translated into a boom in Vegemite sales. In 1950, Vegemite came under the Kraft Foods Limited umbrella, and the company has consistently reinforced the food value and "Australian-ness" of Vegemite.

Soon after that, the song which was to secure Vegemite's place in the Australian heart forever was introduced. This was the "Happy Little Vegemites" song.

THE PRODUCT

The original Vegemite concentrated yeast extract recipe devised by Dr Cyril Callister in 1923 remains virtually unchanged. Vegemite is rich in protein and minerals and a rich source of Vitamin B. B complex vitamins in Vegemite are essential to the body's use of carbohydrates.

RECENT DEVELOPMENTS

Vegemite has become so identified with Australia that there has been a tongue-in-cheek proposal of its label as the new national flag.

Vegemite has seen innovation with the launch of a Vegemite 'Snackabouts' variant in 1999 which





experience” insisted that “Vegemite is most essential” in Women’s Weekly advertisements. The healthy Vegemite Children began to appear in advertising before being immortalised in song in 1954.

As the baby boomers grew a little older, Vegemite followed them. Advertisements began to stress the importance of the B complex vitamins to the whole family, regardless of age. This was reinforced by the “Three Ages of Man” advertisements, which were soon joined by the very successful “Pass the Vegemite, Mum” campaign.

In the mid-seventies the Happy Little Vegemites returned, in tune with the growing nostalgia of the times.

In 1980, the company moved to consolidate Vegemite’s position with teenagers and young adults by securing the endorsement of three famous and appropriately diverse Australians. Racing driver Peter

In 2007, Vegemite brought back the marching band from the 1950s iconic TVC into a contemporary setting to remind mums of the importance of vitamin B. 2007 also saw the original Vegemite Marching kids reunite for the first time after more than 30 years, after a national search located them.

More recently Vegemite has partnered up with a grass roots initiative to form the Vegemite Little Aussie Reader Program. This program falls under The Little Big Book Club. Essentially, it is an early childhood reading program that focuses on promoting the benefits (and fun) of parents and caregivers reading to their children (focusing on children aged 0-5yrs old).

The program will help future generations become as bright as bright can be.

And in 2008 Australia’s iconic brand turns 85 years old.

BRAND VALUES

Vegemite is an Australian icon, a piece of Australia’s heritage. The nutritious, unique tasting black spread has become a key part of growing up in this country for nearly every child. It has become a prominent part of the Australian psyche and diet.

offers Vegemite with biscuits in a portable format. In 2003 Vegemite broke the mould with the permanent ranging of the ‘Vegemite Tube’ travel pack. 2007 sees the launch of a new range and sizes with wraparound labels.

PROMOTION

The first consumer promotion for Vegemite ran even before the product was called Vegemite. It was the national competition to create a name.

Two years after the 1935 coupon campaign that saw Vegemite accepted by shoppers, an intriguing limerick contest once again catapulted it into the national spotlight. Its success was at least partly due to the substantial prizes: imported Pontiac cars. Entries flooded in and sales multiplied.

An inspired wartime campaign made a virtue out of the enforced scarcity of Vegemite; Kraft Walker’s advertisements announced: “Vegemite fights with the men up north! If you are one of those who don’t need Vegemite medicinally, then thousands of invalids are asking you to deny yourself of it for the time being.”

This campaign was a huge success. Meanwhile, “Sister MacDonald” with “years of infant welfare

Brock, tennis legend Ken Rosewall and award-winning actor Helen Morse all acknowledged their love of the black yeast spread. Eventually, the original Vegemite kids made yet another return – this time in colourised versions of their original television advertisements.

In the 1990s came the Vegemite Breakfast Campaign, targeting the most popular occasion for serving Vegemite, namely breakfast. Radio, transit, outdoor and press media conveyed the message that Vegemite is a great start to the day.

In 2003 Vegemite celebrated its 80th birthday. As part of this the “Spread the Smile” campaign was launched, with adults going back to their childhood remembering how much they love their Vegemite.



VEGEMITE is a Trademark of Kraft Foods
*AC Nielsen Scandata MAT June 2007

THINGS YOU DIDN'T KNOW ABOUT VEGEMITE

- Over 22 million jars of Vegemite are purchased every year in Australia. That’s nearly 60,000 jars every day of the year.
- Vegemite was included in every Australian soldier’s ration kit during WW2, and when the war ended, soldiers brought their love for the taste back to Australian shores in a big way.
- During WW2, civilians were reminded that invalids in the armed forces needed Vegemite more than they did. Civilians were asked to abstain from Vegemite unless they needed it for medicinal purposes
- The original manuscript of the “Happy Little Vegemites” song created in 1954 by the advertising agency J. Walter Thompson remains safely preserved in Kraft’s office in Port Melbourne.
- Australians spread about 1.2 billion serves of Vegemite on toast, bread or biscuits every year. If this was all placed end to end, it would go around the world three times.
- As well as being found on breakfast tables across Australia, Vegemite can now be found on the Internet at www.vegemite.com.au.
- Seven out of ten Australian pantries hold a jar of Australia’s favourite spread.