

PARTNERSHIP & COLLABORATION PROPOSAL



Candid Marketing
AusPrunes Partnership Proposal
ausprunes.org.au/prune-partners



HELLO



You stood out to us.

This Summer, we have been hunting down Australian businesses who stand out from the crowd as innovators and creators in the hospitality industry. AusPrunes represents Australian prune farming families, and we know just how hard the past two years have been.

It takes courage, passion, and determination for businesses to get this far, and we are confident if we collaborate, we can do great things.

As a prune, we aren't at the top of the food pyramid when it comes to the daily fruit selection, so we are always looking for ways to be heard online. Just like you, we are posting regularly sharing content, hosting events, updating the website, and looking for ways to innovate. We do all the same things and this year we want to do them better.

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So, where do you come in? We are proposition to trying something a little different this year and collaborate.

We are looking for 100 restaurants, cafes or chefs who have a passion for using Australian quality products. We want to leverage our planned activity for 2022 to promote your business.

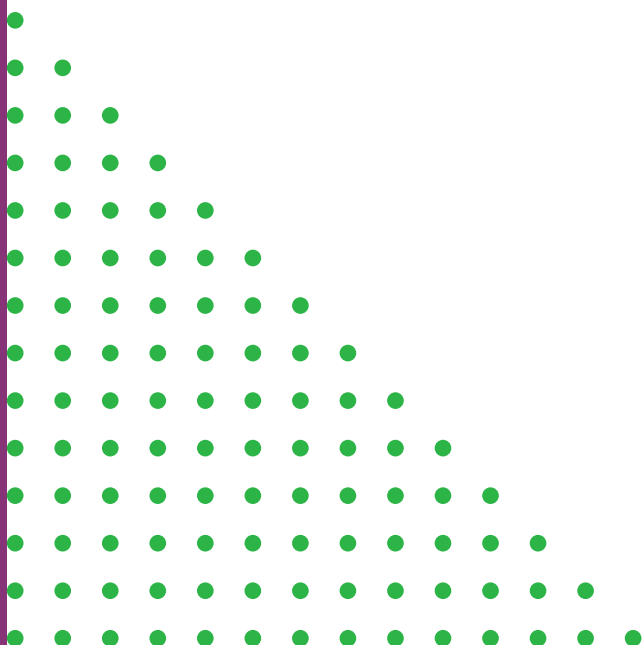
Why should you work with us? It doesn't cost you anything. We want to promote you! – the best hidden gems across Australian. In turn, you support us, your Australian prune farming families by creating something amazing with our prunes and sharing the evidence.

Why would we do that? – Simple. It's called a ripple effect. Something so small can have a big impact for all of us.

Why are Australian Prunes better than the rest? They are tasty, healthy, and versatile.

Now are you interested in some free PR? Great.

Let us introduce ourselves properly, outline our goals and most importantly - how your business will benefit from this partnership offer.





ABOUT US

AusPrunes represents over 40 farming families and packers, together producing over 3000 tonnes of quality Australian prunes!

AusPrunes date back to 1920's and are a proud representative of the Australian Prune Industry (API) on a national and international stage. Led by a board of passionate growers and stakeholders, AusPrunes is committed to promoting, supporting and protecting the health, growth and integrity of the Australian prune industry.

The Australian prune industry is one of the oldest in the world! So old, in fact, that the earliest records of the D'Agen being imported into Australia date as far back as 1866!

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POWER OF THE PRUNE

Yummy fruit with serious nutrition

  [ausprunes](https://www.ausprunes.com)

POWER OF THE PRUNE

Prunes are a powerhouse when it comes to health benefits - This is one of the main reasons we are proud to grow and represent this dried fruit!

Prunes are full of nutrients such as Vitamin K, Potassium and Polyphenol antioxidants which help promote healthy bones and even reduce inflammation! Prunes are also well known for their fibre content - they also help with maintaining bowel function, can help prevent colon cancer.

Research even shows that people who eat prunes have higher quality diets!

DAILY HEALTH TIPS



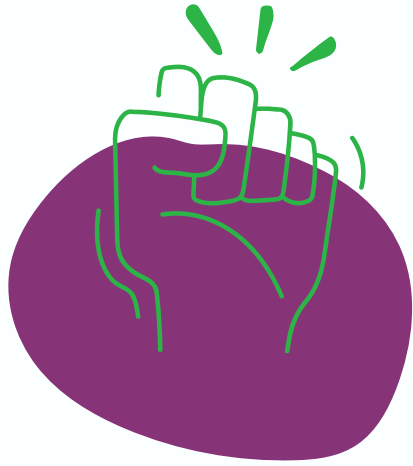
- High fibre content and natural sugar contribute to feeling full and reducing hunger!
- An easy snack for when you're out and about!
- Packed with nutrients to help your body repair post workout!
- Beneficial to your bone and gut health!
- Reduce tiredness and fatigue!
- Aids digestion and regularity!

AUS PRUNES

Purple fruits are rich in anthocyanins, which are natural plant pigments that provide foods with their unique colour. Studies have shown that anthocyanins benefit brain health, help to lower inflammation and fight cancer and heart disease!



AUS PRUNES



Over the years the demand for prunes has been increasing. Their benefits have been recognised by leading medical experts and nutritionists who consider them one of nature's most perfect foods! And this is why we believe that they deserve a rightful place in your business.

We would like to partner up with you to help spread this message of the taste, quality, and versatility of Australian grown prunes.

As part of our partnership, you will gain access to one of the most effective tools in marketing - social media and digital marketing.

Your business will be featured on

- All our social media channels
- Our website
- Chef and future marketing campaigns
- Your recipe will be featured on our website
- Inside our weekly prune recipe database marketing
- Recipe cards will be distributed the Good Food and Wine Show (Sydney and Melbourne)

We will send you a complimentary box of Angus Park and Verity Prunes for you to use to create your next signature recipe.

If you are a business owner who enjoys working with Australian products, creating tasty and delicious dishes let us know.

PARTNER WITH US

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THE POSSIBILITIES ARE ENDLESS



As part of our partnership you will gain access to one of the most effective tools in marketing - Social Media and Digital Marketing! Your business will be featured on our social media pages in order to gain the attention of more potential customers!

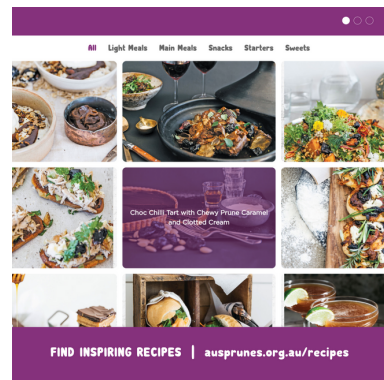
With our amazing deal, you can get 5-10 kilograms of Australian Prunes for just \$100! That's more than 50% off in discount and a great addition to your menu. Imagine the possibilities! With our delightful Australian prunes, you can create delectable dishes that are guaranteed to please any palate. At such an amazing price, there's no limit on how many menus this supply might help fuel—in fact it'll be hard not having enough left over for yourself ;)

We are looking for businesses whose main aim is to provide healthy food to their customers. We think that this is an excellent match for your vision and values!

PRO-ACTIVE SOCIAL MEDIA



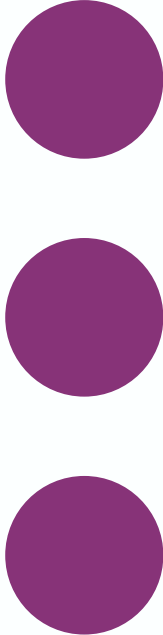
95 Subscribers



WE LOOK FORWARD TO WORKING WITH YOU

We would like to invite you to be part of our family!

The enclosed Partnership Package outlines how we plan to gain exposure and reach new customers through this collaboration for both of our brand and your business.



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AusPrunes