

Melbourne-based company Temptation Bakeries started life twenty-five years ago as a fresh gourmet pie company. It is now owned by Colin Pettigrew and Lisa Nevens, and managed by the son of the long-time owners, Angus Ratcliff. Temptation has continued to grow and expand its product offering, and now produces a wide range of pies, quiches, cakes and pastries.

For Angus, one of the best features of Temptation Bakeries is that the company has maintained its high-quality product and tailored customer service approach despite expanding rapidly – they now employ around 140 employees!



**temptation
bakeries**

“The unique factor for us is that we are a reasonable size, but we provide a unique and high-quality offering that companies that are only focused on volume can’t deliver”.



Key Tip!

Angus encourages new businesses to seek help from FIAL, as it is a no-risk environment to learn new things and move into fresh markets.

In the age of the startup, FIAL is a great starting point for businesses that have a great product, but are still figuring out a way to market.



THE OPPORTUNITY

Temptation Bakeries proudly supplies products into most of the major supermarkets around Australia. “We’re currently in the freezer and deli section of Woolworths and Coles, and we also supply Costco and Aldi with a range of products. Soon, all the supermarkets around Australia will have something from us!”

To help them secure and grow their position in the retail space, Angus and the Temptation Bakeries team have been attending FIAL workshops and information sessions since 2015. Angus himself has attended a Retail Readiness workshop, several Meet the Buyer events with major supermarkets, as well as a Coles Roadshow.

“We definitely have plans to continue working with FIAL. It is an incredibly valuable partnership, as the information that you get from FIAL you often can’t get elsewhere. I know FIAL is starting some export programs in places such as UK, and we’re very keen to get involved with projects like that.”

BUILDING RELATIONSHIPS

The FIAL events that were a partnership with the major supermarkets have been incredibly beneficial for Angus and his team. “One key aspect of this type of event is the potential for networking and the valuable connections made. There were so many great opportunities to meet people from Coles that you wouldn’t otherwise get as a small supplier showing up at a Coles head office.

“We were put into contact with the Head of Fresh Food Coles Brand, Mark Field, during a FIAL event. He then visited our site, and from there we have been working with various category managers and buyers.

“FIAL events have certainly helped to strengthen our relationship with Coles,” he added.

The Retail Readiness workshop was also beneficial, as it provided a fast-track to the learnings that can otherwise take years to acquire if you’re going at it alone. According to Angus, “Some of the things they’re teaching you would be very painful things to learn if you had to learn them by trial and error, so the fact that you can get a head start is fantastic. It’s great to be able to get

that knowledge before dealing with the retailers.”

Airlines are also a significant customer for Temptation Bakeries. Angus explains that his team enjoys working with major airlines, such as QANTAS, as they require a dynamic, constantly-changing menu, which allows Temptation Bakeries to showcase its versatility.

“Airlines are looking for a completely new menu every 4-6 months, and we’re able to offer them about 40 new products, which a lot of other companies can’t do. We can be more creative and flexible.”



THE FUTURE

While he is seeing growth in both the supermarket and airline channels, Temptation Bakeries is now looking at the opportunities available in export – with a little help from FIAL.

“As a starting point, we’d be really interested in exporting to New Zealand, Hong Kong, Taiwan, Singapore, Japan and the UK. We are currently doing research into these markets and I have been to a few of the FIAL courses and information sessions as part of the research process.”

So far, Angus and his team have attended FIAL’s ‘Are You Ready for Export?’ workshop, and sent products to the FIAL stand at the HOFEX tradeshow in Hong Kong. As a result of showcasing Temptation products at the FIAL stand at HOFEX, the company received interest from several international businesses. “This was an exciting development for us and we are now working on being able to supply those companies,” said Angus.

For Angus and the team at Temptation Bakeries, export is an extensive process filled with large markets, and they will continue to undertake comprehensive research and work closely with FIAL before making the jump.