

# AUSTRALIAN FOODSERVICE INDUSTRY ISSUES:

## PRODUCT SAMPLING: ACTIVATOR OR ANNOYANCE?

### PRODUCT SAMPLING FACTS IN OZ



**86%** of Australians **like** regularly receiving free samples

**85%** of Australians say they are **willing to provide feedback** for a product sample

**Most popular product samples in Australia by FMCG segment -**

1. **Food & Drink 79%**
2. Cleaning products 69%
3. Personal hygiene 64%
4. Cosmetics 54%

Companies that heavily product sample in **Australia -**

1. **White Glo Toothpaste**
2. **Chemist Direct**
3. **Kiehl's (Skin care)**

Specialised marketing companies such as Black Box offer FMCG companies tailored sampling opportunities direct to households

### WHAT IS PRODUCT SAMPLING?

- **Product sampling is a marketing and sales activation tool** which enables potential customers to try a new product without obligation
- **Product sampling has been known to be the most effective and most preferred** promotional tool by customers across **all FMCG products**
- Product sampling **can be done via multiple channels** i.e. online requests, trade shows, customer meetings, 'cook-ups', 'pop up locations' and conferences
- Product sampling **plays on the human psychology** that we are getting a **'freebie'**
- Product sampling is traditionally classified a **'marketing' expense**

### PRODUCT SAMPLING ISSUES IN FOODSERVICE



- Effectiveness of food sampling in Foodservice is to **ensure the sample is tried by the 'decision maker'** i.e. the Chef and or the Buyer
- **Sampling can drive different strategies for a Distributor - Sampling directly to End Users** can drive a Distributor to range a product whilst **Sampling directly to Distributors** can encourage 'street trade' by End Users
- Sales Reps are **more likely to close a sale quicker** if they have product samples on hand when with a Chef or Buyer
- **Sampling is difficult for suppliers of perishable, frozen or ambient products vs suppliers of long life products** for example, bakery, cakes, meat and seafood vs **condiments and confectionery**
- **Potential obstacles for sales teams** include sample collection from remote manufacturing sites to not having appropriate cooling storage equipment in field sales' work vehicles leading to food safety risks

### SOURCES

- **Better Connections: Attitudes towards Product Sampling** (Australia Post, September 2015) [https://auspost.com.au/content/dam/auspost\\_corp/media/documents/better-connections-report-attitudes-to-product-sampling-oct15.pdf](https://auspost.com.au/content/dam/auspost_corp/media/documents/better-connections-report-attitudes-to-product-sampling-oct15.pdf)
- <https://aussiemoneymum.com.au/free-samples-australia/>

**for more free tools & industry information visit**  
**[www.sabellaconsulting.com](http://www.sabellaconsulting.com)**

#### DISCLAIMER

This infographic is general information only and is not intended to be specific advice for your business.