



OPEN DAY

WILKINS FARMING

16th December 2009

John Rabbitt / Terry O'Connell
Marketing Department
ALLIANCE GROUP LTD



VENISON TODAY

The world will need our proteins regardless - our task is to ensure we take this opportunity to provide an unequalled product the world desires

Venison has the attributes required for such success and is worth the effort -

- **Recognised as a safe product with positive health attributes**
- **Naturally raised on extensive pasture without growth promotants**
- **An excellent protein with low fat and cholesterol levels, high in iron, zinc and B vitamins**
- **Tender with a mild taste and great product versatility**
- **Backed by transparent animal welfare and traceability systems**



CLOUDS ON THE HORIZON

- ... but, NZ has moved from excessive supply to potentially serious shortages - export volume has fallen 51% in five years

| | Number | Export Tonnage |
|----------|--------|----------------|
| 2006 | 736 | 26,344 |
| 2007 | 609 | 21,386 |
| 2008 | 605 | 20,950 |
| 2009 | 490 | 17,199 |
| 2010 (e) | 370 | 12,987 |

- The supply profile remains out of line with the key selling period but partially offset by exporters' efforts to extend the selling window towards Easter



THE MARKET PLACE - Alliance Group

- Promotional funding levels must continue to support company in-market programmes
- Continue developing our well established Ashley brand in Europe
- Ongoing investment in our Gold Class brand in Europe, UK and Asia with strong promotional activities in new markets and market sectors - Malaysia, Indonesia, Thailand, China
- Metro (Germany) In-store promotion
- Nestlé (France) Print campaign
- Asia Chef Presentations Food Service promotion



THE MARKET PLACE - Alliance Group

- **Expanding annual programmes with retail and manufacturing key accounts - extending market segments beyond historic food service**
- **Extending the European consumption period beyond four months - with ongoing business in the first quarter of each calendar year**
- **Utilise our global supply chain to improve distribution efficiencies and marketing leverage**
- **Perfect product range extension complementary to our well developed market infrastructure and customer demographics**
- **Objective to maintain strong annual market related pricing and provide producers the same**





GERMANY



GERMANY

GÖNNEN SIE SICH ETWAS BESONDERES:

Internationale Fleischspezialitäten im Feinschmeckerformat für höchsten Genuss zu Hause!

Zartes Hirschfleisch oder delikates Lammfleisch aus Neuseeland, Exquisites

= "Treat yourself to something special"



Gourmet

Fleischspezialitäten

GÖNNEN SIE SICH ETWAS BESONDERES:

Internationale Fleischspezialitäten im Feinschmeckerformat für höchsten Genuss zu Hause!

Zartes Hirschfleisch oder delikates Lammfleisch aus Neuseeland, Exquisites Rindfleisch aus Südamerika und den Liebhabern des Grouches, saftig-zartes Straußenfleisch aus Südafrika.

Unsere exquisite Auswahl für Sie! Einfach und schnell in der Zubereitung, naturbelassen oder exklusiv mariniert. Für Ihr besonderes Dinner.



Les gibiers

et accompagnements



AUTOMNE HIVER 2007

Davigel Davifrais

Les Marques de la Restauration



THAILAND



BANGKOK

A CHANCE TO WIN A 2 NIGHT STAY AT HARD ROCK HOTEL PATTAYA WITH ANY TABASCO DISH ORDERED.



ROCK 'N' HOT



GRILLED TENDERLOIN WITH FIERY TABASCO PEPPER ONIONS SAUCE B 680 ++



NEW ENGLAND CHIPOTLE CLAM CHOWDER B 150 ++



HOMEMADE HABANERO VENISON CHILI PASTA B 330 ++



GRILLED LAMB SHORTLOIN WITH JALAPENO CITRUS SAUCE B 650 ++



BLACKENED CHICKEN GARLIC PEPPER PASTA B 330 ++

MANY OTHERS ATTRACTIVE PRIZES TO BE WON INSTANTLY
TABASCO T-SHIRTS, HARD ROCK CAFE CAPS, HARD ROCK GIFT VOUCHERS, TABASCO MINIATURE



HONG KONG

CAFE DECO
軒 閣 酒 樓

NATURAL AND FRESH

NEW ZEALAND

客席廚師 Graham Brown 於 11 月
為您呈獻紐西蘭精選新菜式。

食物選材以羊、鹿及牛肉為主，配合
傳統紐西蘭煮法，將色、香、味完美
展現於賓客面前。

餐單請按入

Guest chef
Graham Brown
is set out to surprise our guests with the New Zealand promotion in November.

Lamb, venison and beef are the highlights and will be made for a wonderful presentation. Be prepared for a culinary and visual delight!

WINE SELECTION

| G | B | WHITE |
|-----|-----|--|
| 54 | 260 | 2007 Traditional Marsanne, Roussanne, Mas Carlot, Costieres de Nimes, France |
| 78 | 380 | 2006 Old Vine Riesling, Kaesler, Barossa Valley, South Australia |
| 88 | 430 | 2007 Chardonnay, Chateau st Jean, Sonoma Valley, USA |
| RED | | |
| 54 | 260 | 2007 Traditional Syrah, Grenache, Mas Carlot, Costieres de Nimes, France |
| 78 | 380 | 2007 Valpolicella Classico, Allegrini, Veneto, Italy |
| 88 | 430 | 2007 GSM, Seven Survey, Peter Lehmann, Barossa Valley, South Australia |

APPETIZER 頭盤

158 **Cold Tea Smoked NZ Venison Loin**
烟燻紐西蘭黃喉柳，黑加倫子油醋汁
with blood oranges and blackcurrant vinaigrette

124 **Szechuan-style prepared NZ Beef Fillet**
香辣紐西蘭牛柳，雞鼓醬汁
with miso dressing and oriented mushroom salad

118 **Grilled NZ Lamb Fillet**
扒紐西蘭羊柳配尼哥斯沙律
with petit salade nicoise and soft poached egg

132 **Ragout of Lamb**
紐西蘭燴羊伴香薯麵糰
with tomato fondue and kumara gnocchi

MAINS 主菜

248 **NZ Venison Short Loin**
紐西蘭黃喉扒配黃蒙雲吞，紅酒汁
with osso bucca ravioli pommes fondant and red wine sauce

168 **NZ Beef Fillet**
紐西蘭牛柳配什菌燴
with mushroom "tarte tatin" parsnip mousse
and pinot noir pepper jus

198 **Roast Rack of NZ Baby Lamb**
紐西蘭羊仔鞍伴摩洛哥廣咀豆
with moroccan spices falafel and cauliflower tabouleh, zhoug relish

DESSERT 甜品

68 **Malibu Panna Cotta**
雲呢拿、椰子奶凍
with tropical fruit consommé and sesame tuile

76 **Caramelized Apple and Rhubarb Napoleon**
蘋果、芋茨拿破崙餅
with manuka honey mascarpone cream and candied lemon

78 **Roasted Winter Pear**
焗香梨、薑餅多士配雲呢拿雪糕
with gingerbread toast and vanilla ice-cream

All prices are in HKD and subject to 10% service charge. 價格以酒牌計算，另加一成服務費

贊助：



訂座電話 2849 5111

香港山頂道一一八號山頂廣場一及二樓
cafedeco@cafedecogroup.com www.cafedecogroup.com

CAFEDECOGROUP

In association with:



SUMMARY

- **Venison is a quality product with a potentially great future**
- **Producer and processor productivity gains must continue**
- **Fragmentation in New Zealand works against marketing efforts and needs careful consideration by producers**
- **Improved sustainable producer returns will be a factor of processing consolidation, alignment of supply to consumption, and marketing efforts which maximise returns**

OPTIMUM CARCASS 50-65 Kgs

- **Less commodity**
- **Greater flexibility**
- **Added value**
- **Portion control**
 - **Food Service / Retail**

OPTIMUM CARCASS 50-65 Kgs ... continued

CARCASS UNDER 40 Kg

- No leg muscle options
- Limited chilled options (LDC)
- Commodity bone-in

CARCASS OVER 70 Kg

- Partial leg muscle options (binden)
- Commodity shoulder
- Gulash
- Commodity boneless leg (unit size)

OPTIMUM CARCASS 50-65 Kgs ... continued

STRIPLOIN - Industry Average Yield 7%

Use a 58.0 Kg Carcass

4.06 Kg @ \$32.65 = \$132.56/ccs

Live Weight 113 Kg ⇒ 117 Kg

Additional 1.7 Kg from Top ccs

Equates to \$55.50

OPTIMUM CARCASS 50-65 Kgs ... continued

LEG MUSCLES 100% VL - 17.7% Yield

Use a 58.0 Kg Carcass

10.27 Kg @ \$21.50 = \$220.80 / ccs

10% Improvement Equates to \$22.80

KILL PROFILE

Last season 19.6% ⇒ 17,020 ccs August to October

- **Achilles Heel**
- **How do we collectively address this issue ?**



Alliance

G r o u p