



STRATEGIC PARTNERSHIP FRAMEWORK

Build the direct relationship layer for Australian foodservice.

A clean, controlled ecosystem for Goodman Fielder to connect with chefs, operators, distributors and hospitality teams — through community, content, moments, first-party data and measurable participation.

2.5K

soft-launch members currently used to test,
refine and stabilise the platform

25K+

target scale where meaningful insight and
segment-level reporting begins to compound

24 mo.

Australia-first focus: think global, execute locally,
prove the model properly

01 / THE SHIFT

Not another app. A relationship engine.

The meeting kept returning to one core truth:
foodservice has deep relationships, but limited direct
visibility.

What manufacturers know

Product movement, distributor
partners, broad venue relationships
and campaign activity.

What remains hidden

Who the chefs are, what operators
need, what staff engage with, which
content drives intent and what future
products the market wants.

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The unlock is not selling to the industry. It is giving the industry a reason to participate.

A triangular model that protects the distributor.

Food Peeps is not designed to bypass distributors. The model works when the manufacturer, distributor and end user are valued together.



01

Manufacturer

Builds community, content, category insight, product education and direct engagement.



02

Distributor

Remains protected, relevant and empowered as a trusted relationship owner.



03

End User

Receives value through experiences, offers, education, recognition and community.



04

Food Peeps

Provides the permission-based platform, data firewall, segmentation and engagement infrastructure.

03 / AUSTRALIA FIRST

Stay local for the next 24 months.

The platform can think globally, but the commercial focus should remain Australia-first while the ecosystem, data model and partner framework mature.

AUSTRALIAN CHEFS

PUBS & CLUBS

QSR

CAFÉS

RESTAURANTS

DISTRIBUTOR NETWORKS

INDUSTRY BODIES

TRADE SHOWS

The operating system for Goodman Fielder engagement.

Each module has a specific commercial job: acquire, retain, understand, activate or prove impact.

Enter

One-click acquisition. Convert anonymous event, social, rep and distributor traffic into known first-party members.

Claim

Retention through offers, experiences, limited opportunities, rewards and partner-funded moments.

Communities

Dedicated Goodman Fielder channels for chefs, operators, distributors, events, NPD and customer advisory groups.

Campaigns

Built-in communications, channel tracking, audience segmentation and partner campaign logic.

Polls & Surveys

Create new data fields quickly and progressively enrich member profiles based on Goodman Fielder priorities.

Vault

Collect, review and approve chef, venue and staff content from challenges and product activations.

Engagement Score

See who interacts, what they engage with, which communities matter and where intent is forming.

Digital Twin

Extend physical events and trade shows into an always-on digital marketplace and community hub.

A branded industry home, not a social media feed.

Goodman Fielder can house product launches, Taste Taps, mayo content, chef challenges, event activity, distributor cook-ups, polls and education inside a controlled hospitality environment.

- Public social drives awareness.
- Food Peeps captures participation.
- Communities build the relationship.
- Engagement scoring shows what matters.



07 / MOMENTS, NOT MARKETING

Lead with experiences that people choose to enter.



Taste Taps

Turn a front-of-house asset into competitions, venue showcases, staff content and measurable product engagement.



Chef Challenges

Move existing chef content from passive views into tracked entries, submissions, votes and follow-up.



Partner Rewards

Use experiences such as meals, tickets, events or limited offers to create opt-in participation.



Sales Enablement

Give reps and distributors a live environment they can send to cafés, bars, restaurants and pubs.

Turn three days of event spend into a 365-day funnel.

Fine Food has scale and database power. Other foodservice events may have stronger domestic audience fit. The best partner is the one that provides audience access, registration integration and year-round engagement potential.



Consortium

Six to ten aligned partners take shared space, create an immersive experience and use Food Peeps as the comms layer.



Digital Twin

The physical stand ends after the show. The digital version continues with offers, content, events and follow-up.

Use the networks that already exist.



Internal Sales

Train reps, incentivise sign-ups and make Food Peeps a practical support tool.



Distributors

Select priority distributors, give them protected channels and let them engage their customers.



Agencies & Creators

Activate hospitality audience brokers such as food creators, agency portfolios and venue networks.



Choosy

Use recruitment and placement networks to reach hospitality workers at scale.



FSAA

Potential industry-body channel for events, communications and broader credibility.



Trade Shows

Use event audiences and registration moments to capture ongoing members.

Simple phases. Clear commercial outcomes.

30 Days

Foundation

Set Goodman Fielder community structure, audit content, define data fields, identify distributor and sales pilot groups, prepare Fine Food pathway.

90 Days

Pilot

Launch acquisition campaigns, test Taste Taps or chef challenge, activate first distributor cohort, measure content and source tracking.

6–12 Months

Scale

Expand communities, integrate trade show activity, deepen reporting, build partner consortium, increase member quality and volume.

12–24 Months

Compound

Move from early participation to meaningful category intelligence, field-team enablement, NPD feedback and industry relationship ownership.

THE STRATEGIC CLOSE



*Goodman Fielder does not just get access to an audience.
Goodman Fielder helps shape the ecosystem the industry
is being invited into.*

APPENDIX

*Supporting detail held
bottom-left by design.*

Operational depth, examples and implementation logic can sit behind the core story without cluttering the main experience.

01 PLATFORM OVERVIEW

Detailed Food Peeps capabilities and partner licence structure.

02 DATA FRAMEWORK

Fields, surveys, segmentation, profile enrichment and reporting logic.

03 DISTRIBUTOR MODEL

Data firewall, channel protection and distributor community design.

04 CONTENT AUDIT

Goodman Fielder assets, current relevance, product status and repurposing priority.

05 TRADE SHOW PROPOSAL

Fine Food, Food & Hospitality Week, consortium and digital twin model.

06 GROWTH PARTNERS

Choosy, FSAA, agencies, creators, Rank One and hospitality networks.

07 ACTIVATION LIBRARY

Taste Taps, mayo launch, chef challenges, distributor cook-ups and rewards.

08 COMMERCIAL FRAMEWORK

Founding partner options, pilot structure and year-one / year-two value path.