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RFG ACHIEVES NEW PROJECT EVOLUTION MILESTONE

Australia's largest multi-brand retail food franchisor and leading wholesale coffee roaster, Retail Food Group Limited (RFG or the Company) announced today that it had passed a new milestone in its Project Evolution initiative, with the official opening of the traditional concept Brumby's Bakery 'store of the future'.

Situated in the South Brisbane suburb of Underwood, the new Brumby's outlet represents a significant transformation for the Brand System which reinforces traditional bakery behaviours whilst featuring a fresh logo, colour palette, packaging, products, digital menu boards, uniforms and an inviting new walk-in layout.

RFG CEO Tony Alford said the new store represented a significant migration from the present Brumby's format and presented new opportunities for both franchisees and RFG, particularly with the introduction of espresso coffee to the Brumby's menu, which leverages RFG's proven coffee expertise and vertical integration capability.

Brumby's is the fourth of RFG's Brand Systems to receive the Project Evolution treatment, following establishment of new format Esquires outlets (including drive-thru and hole in wall outlets) together with commissioning of the Michel's Patisserie and Donut King concept stores respectively in July 2013 and December 2012.

Mr Alford said that, since launching their concept stores, the rollout of EVO elements to new and existing outlets across the networks continues to gain traction.

"Project Evolution embodies the development and execution of franchise evolution initiatives that provide pathways for renewed customer engagement, menu enhancement, re-invigoration of store liveries, sustainable expansion into non-traditional sites and an increased focus on digital and social media platforms, all of which are targeted at driving enhanced organic growth whilst increasing the profitability of existing outlets," said Mr Alford.

"A fundamental component of Project Evolution is migrating those elements from the new platform which resonate with customers and backfilling them across the entire network, from store design and aesthetics to product innovation".

"The result of Project Evolution for Brumby's is the creation of a defensible point of difference from supermarkets and other bakeries".

Mr Alford noted that the Brumby's EVO initiative is supported by the introduction of innovative new products and promotional activity, and September 2013's appointment of legendary Australian cricketer and food craftsman, Matthew Hayden, as Brumby's national bread ambassador.

Brumby's - Project Evolution Format





About Retail Food Group Limited:

RFG owns the Donut King, Brumby's Bakery, Michel's Patisserie, bb's café, Esquires, The Coffee Guy, Pizza Capers Gourmet Kitchen and Crust Gourmet Pizza franchise systems. In addition, the Company roasts more than 1.35m kilograms of coffee annually through the Evolution Coffee Roasters Group, Caffe Coffee and Barista's Choice coffee brands.

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