



## RICE EPICUREAN MARKETS RETAIL PROMOTION, HOUSTON, JAN-FEB 2011

### Event Overview

Rice Epicurean Markets (REM), the oldest family-owned supermarket chain in Houston is a name synonymous with quality grocery and specialty foods in the Texas market. Founded in 1937, the chain operates five superstores and differentiates itself from retail competitors by offering an upscale shopping experience and a wide selection of products from around the world.

### Promotion Overview

AMAG was the exclusive sponsor of a retail promotion which will take place from 26 Jan - 1 Mar at five of the REM superstores and coincided with the G'Day USA program. About 100 product items (SKUs) were featured during the 5 week long promotion, with many brands new to the region.

The Promotion was undertaken to raise awareness among US consumers of the qualities of Australian foods through the use of the "Australian Made" logo.

The promotion generated 229 online and print placements reaching a potential, cumulative audience of over 20 million people. Attractive POS signage, displays, brochures and in-store demonstrations and tasting programs complemented the promotion.

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## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.