

Garlicious Grown

Bootcamp 2019

Award winning Garlic producer



Jenny Daniher and Cathy Owen are the founders of Garlicious Grown, where they produce black garlic. Using traditional white garlic that is cooked at a low temperature and high humidity for 30 days, Garlicious Grown produces a line of award winning, chemical free, gourmet black garlic products such as salad dressings, aoli and pastes.

The business started on Jenny and Cathy's family garlic farm. They saw black garlic splashed across high end food magazines, and as a fun challenge, decided to try to produce their own. Using small scale dehydrators and 12 months perseverance, they produced a soft, luscious and sweet black garlic clove.

Jenny and Cathy were also motivated by what they were seeing in emerging trends and shifting consumer preferences when it came to food. The rise in plant-based diets meant that there was a real opportunity for a meat-free source of umami richness. They decided to take the leap, expanding from using their own garlic to buying garlic from other producers as the business expanded.

“Farmers2Founders came at the right time for us. We have raised our business through infancy and learnt plenty. We are aware of our knowledge and experience gaps in taking our business to the next level. Our overall goal is to grow capacity and markets hand in hand while containing costs.”



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Garlicious Grown Bootcamp Journey

Coming into the Bootcamp program, the Garlicious team wanted to focus on accurate pricing, upscaling staffing to match business growth and to improve efficiencies. Cathy and Jenny had a desire to responsibly grow their capacity and market, refine their marketing plan, and design a forward development plan.

Garlicious Grown used the \$10,000 grant funding from the F2F program to hire a marketing consultant to assist in creating a marketing strategy. As a result, they refined key channels and developed a pricing matrix for their different customer segments- ultimately leading to much stronger customer links.

Garlicious online sales increased by more than double from the period July to December 2019 to January - June 2020.

Garlicious Grown's target markets are food service (including recipe boxes), wholesale to retail, export and direct to customer sales. However, a significant problem for the business is that awareness is quite low of what black garlic is, and what it can be used for.

Following the Bootcamp, the team developed a strategy to increase the presence of black garlic on restaurant menus - aiming to increase awareness and appreciation for the product and ultimately drive more direct-to-consumer sales.

"The Bootcamp Program did so much to boost our self-esteem and confidence. At first we were both very cautious. We remember sitting with the rest of the cohort at the kickoff in November setting out goals. We upped our targets based on the advice of the F2F coaches and we thought 'we are way in over our heads'. But now that we've exceeded our goals and are sitting \$50k over our target at the end of the financial year, we are so grateful to have been in a program that pushed us and believed in us".



"The program really pushed us to go out and talk to customers- even though this is something we did quite frequently before the program, we were forced to focus on their pain points, rather than what they thought of the product. This helped to create more effective marketing positioning statements and allowed us to focus in on our value proposition."

6 months on

Through connections made during the Bootcamp, Garlicious has secured regular business with recipe box giant HelloFresh with thousands of units delivered to households.

Garlicious Grown now has over 100 Australian retailers stocking their products. They have secured a partnership with a beverage company in Byron Bay - supplying black garlic ingredients to go into one of their organic beverage products.

They are also in preliminary discussions with the R&D department of Mars Food Australia to become an ingredient supplier.

Next, Garlicious is turning their attention to international expansion. Already they have secured a store in Singapore who will carry their products, and they are in the final stages of registering with the FDA in Thailand, which is the final step in getting their products on the shelves of the Villa Market supermarket chain (34 stores in Thailand, 27 in Bangkok).

Key Bootcamp results



Increased revenue by 100% year on year



Commenced supplying to HelloFresh and MarleySpoon



Doubled online sales from 6 months prior

About Farmers2Founders

Farmers2Founders is a private national organisation that exists to support producers to develop and adopt new innovations in food and agriculture. F2F is supported by 5 of the Research and Development Corporations as well as by the Federal Government's Incubator Support Initiative. Read more at farmers2founders.com.



Learn More about the Farmers2Founders Bootcamp

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