



# Brand & Marketing Toolkit

For Hawke's Bay food & beverage producers and hospitality businesses



# Food & Tourism Go Together

Food and beverage are an essential component of a destination's character, linking local culture with tourism. It builds a connection with a location through flavours, seasonality and the care taken during production, preparation, and presentation.

Bringing food (and by food, we mean the entire gamut of food, beverage, produce, artisans and innovators) and place together plays a major role in creating a memorable experience for locals, out of town visitors and international travellers.

People want to explore and learn about tradition, culture, and a sense of place to create memories, including who they were with, where they went, and what they ate and drank.

We want to help businesses promote local food and beverages and increase people's knowledge of what Hawke's Bay has to offer so they have a better appreciation of our culinary landscape.

This toolkit has been put together to enable food and beverages businesses – producers, farmers, and hospitality – to collectively work together to build a truly authentic food and beverage story for Hawke's Bay, New Zealand's Food and Wine Country.



## VISITORS LOVE TO EXPERIENCE LOCAL CUISINE

Food, beverage and dining out are a significant portion of visitor spend, with most visitors dining out when they travel, even if they stay with family or friends. Food and general tourism combined attract more visitors, encourage them to stay longer and to spend more.

- ✓ Memorable experiences encourage visitors to return, and to tell family and friends
- ✓ Provenance gives customers a sense of the where and why of local food
- ✓ Showcase amazing food and beverages producers in our region
- ✓ Help tell Hawke's Bay unique food and beverages story
- ✓ Encourage visitors to take a 'Taste of Hawke's Bay' home with them





# It's Time to Explore Hawke's Bay

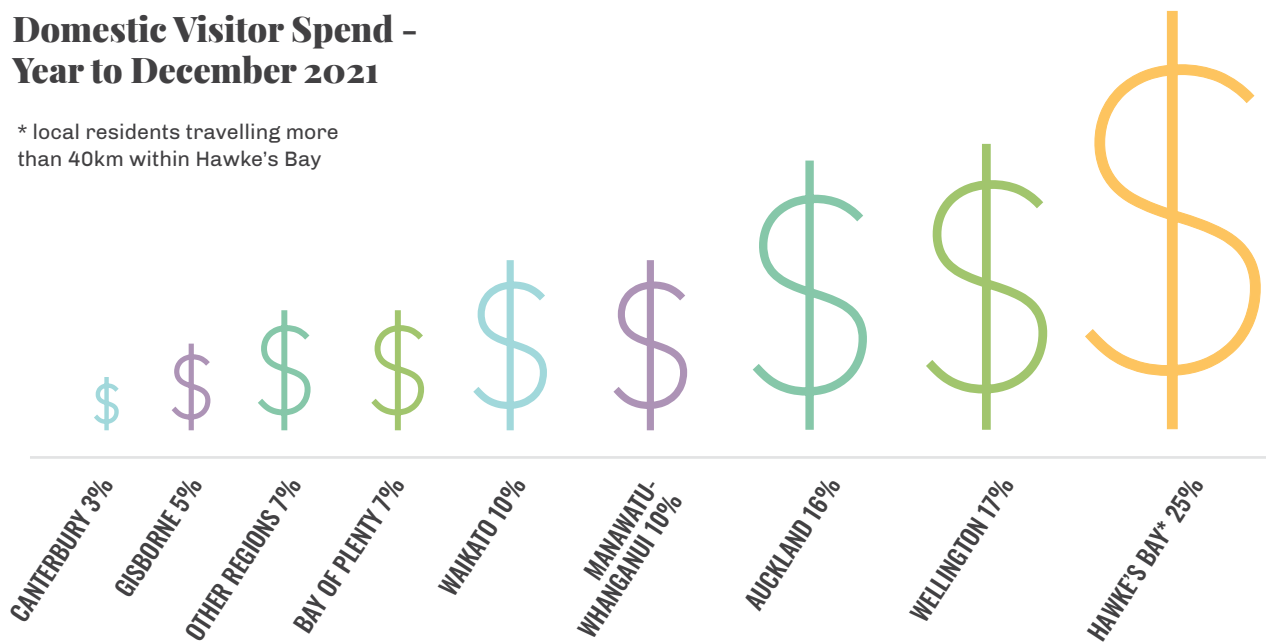
Due to the Covid-19 pandemic, New Zealanders took the opportunity to explore our beautiful country and very soon international travellers will be able to return.

On average, domestic visitors spend 2.5 nights<sup>#</sup> in Hawke's Bay and usually travel with at least one other person. While Auckland and Wellington visitors account for 33% of total visitor spend, Hawke's Bay residents travelling more than 40km within the region contribute 25% of total annual visitor spend.

# commercial accommodation for year ending 31 December 2021

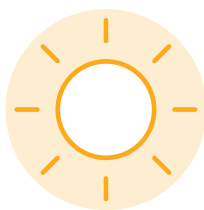
## Domestic Visitor Spend - Year to December 2021

\* local residents travelling more than 40km within Hawke's Bay



## Spend by Season

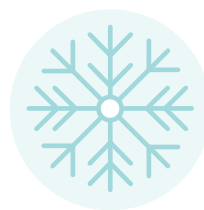
3 year average, Autumn underrepresented due to the first lockdown in Autumn 2020



SUMMER 33%



AUTUMN 22%



WINTER 21%



SPRING 24%

# Why Marketing Matters

Five key considerations to effectively market your products or business to your customers, and in some cases, to your customer's customer.

## 1. Have clear goals

Be clear on what you are trying to achieve and measure it. Do you want to grow your customer base? Sell more to the same customers? Do you want to extend your offer or range? Partner with like-minded businesses?

## 2. Know your target market

Being clear on who your perfect customer is, will enable you to focus on how, and when to reach them. Loyal customers will share the love of your product / outlet with others.

## 3. Your brand is more than your logo

Every interaction someone has with your business from advertising and promotions to packaging, visiting your website or interacting with the person at a market stall or on the phone forms your brand.

## 4. Choose the right communication tools

To effectively reach and build relationships with customers you need to understand what to say and when to use each channel: website, social media, direct to customer via newsletter or face-to-face at the farmers market, etc.

## 5. Focus on how to maximise sales

Choosing the right channel to sell through e.g., farmers market, farm gate, website, retail, direct sales (consumer and hospitality) depend on having a clearly defined target market and knowing where to reach them.

## MARKETING SUPPORTS ACHIEVEMENT OF BUSINESS GOALS



Build a relationship with customers to create a community



Increase sales to new and existing customers



Support market strategy / positioning



Educate customers about where your product has come from and how it was produced



Sell products through new channels



Launch new products



Establish yourself as an industry leader



Differentiate your product from the competition

# Storytelling Brings Your Brand to Life

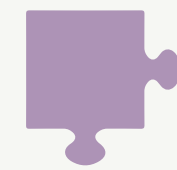
How do you tell people what you do and why you do it? People are increasingly interested in food provenance, knowing where their food comes from, who produced it and how far it has travelled to get to their plate or shopping basket.

A story that resonates and emotionally connects with your target audience, and shares your journey and vision for your business, will significantly influence how consumers think and feel about your brand. Highlighting provenance and authenticity not only builds trust and loyalty, but it ultimately influences their purchase decisions.

## Story Composition

Developing a brand story that connects how your brand visually appears with how your customers experience your brand is crucial to being authentic. Like a puzzle, key components are woven together to create your story.

But it's important that core elements create a unique story that sets you apart from other producers. Four or five core elements (individually or collectively) make up your hero messages, interweaved into all sales and marketing materials from the website to product packaging to social media posts and more.



### CHARACTERS

The people involved



### SETTING

Where and when does the story take place



### ADVERSITY

The challenge to overcome



### STRUCTURE

Every story has a beginning, a middle and an end



### TRIUMPH

How the adversity was dealt with



## An Example

An artisan cheesemaker, born and bred in Hawke's Bay inherited the family farm in xyz, then went to Europe to learn cheese-making.

Ten years later, two generations of the family are involved in running the business from breeding the sheep to making the cheese to sales and marketing.

The business has spent a fortune and jumped through numerous MPI hoops to make award-winning raw milk cheese.



# Branding is More than your Logo

Consistency everywhere you interact with customers is the key to success. It is important that every person in your business understands how they contribute to your brand.

## Your Story

Refer to page 8 onwards on how to bring your brand personality to life

## Elevator Pitch

When someone in your team is asked at a BBQ "Who do you work for and what do you do?" can they clearly and concisely articulate why your business exists and what sets you apart from the competition?

## Key Messages

What makes your business unique / different to others selling the same product?

If you could only state four or five bullet points, what would they be?

Are you consistently telling the same story in all communication?

## Visual Imagery

Are the images and videos on your website and those posted on your social posts consistent with your brand?

## Content

Is your content up to date in all communication channels?

Are you consistently posting brand aligned content and imagery that engages with your target audience on social media?

## Tone of Voice

Do you use the same language / tone of voice to connect with customers, from greeting them in person to email correspondence to social media posts?

## BRANDING CHECKLIST

Are all brand elements – logo, font, colours – consistent?

### DIGITAL

- Website including downloadable forms
- Social media banners
- Email signature
- Emails / newsletters

### PRINT

- Promotional materials
- Product packaging
- Signage
- Business cards / order forms / invoices / packing slips etc

### OTHER

- Uniforms
- Branded merchandise
- Third party websites / promotional materials

# Choosing the Right Communication Tools

There are many communication tools available and not all are created equal. It is important to select the tools and channels that will reach and resonate with your target audience to tell your story.

Think about creating layers of information rather than duplicating the same content in all channels. For example, you might choose to tell your entire brand story on your website but only use your tagline / one line description on your farmer's market stand signage. On social media you might share your story over a series of posts to build the picture.

Below are a range of communication channels that work for food and beverage businesses. Remember you don't have to use them all. You are better to choose less tools and use them effectively. And don't forget your local Regional Tourism Organisation (RTO), Hawke's Bay Tourism, has an experienced team available too as do local marketing and advertising companies.



Social media



Website



Market stands



Online store



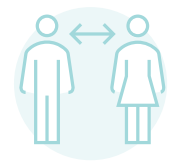
Recipe page



Blog post



Email newsletter



Face-to-face



Work with your local RTO and other marketing agencies



# Let's Talk Provenance

Provenance gives people a sense of the where and why of local food. It provides the origins and history of the product, the story of where and how it came about, who produced it and the journey it has taken to reach the consumer.

Communicating the provenance of produce (and value-added products) provides a point of difference or competitive edge over similar products. This could potentially open doors to access niche markets or enable you to charge a premium price, delivering more revenue and greater profit for your business. It's important when creating a narrative about your journey to be honest, authentic, and proud about your heritage. Connecting your story to the wider Hawke's Bay food story and other like-minded producers gives you more credibility.



## Our Food Provenance has a Long History

Māori settled around the Hawke's Bay coast and inland waterways between 1250–1300 AD, attracted by our rich soil and access to seafood. In the early 19th century, the local tangata whenua grew food to sell to visiting whalers and traders, in exchange for goods manufactured on the other side of the world; missionaries planted and distributed fruit trees and vegetable plants; and French Catholic Missionaries planted vines in 1851 to make sacramental wine (Mission Estate Winery).





# Our Food Story

We know a country where the food is bountiful, and the wine is beautiful. Where the skies are big because horizons are wide, and the warm gentle landscape stretches out forever. This country is Hawke's Bay, New Zealand's Food and Wine Country.

## HAWKE'S BAY FOOD AND WINE COUNTRY FACTS



With this in mind, we have an inimitable opportunity to stand out from the crowd and champion our points of difference.

# How well are you contributing to the Hawke's Bay food story?

Use the checklist below to work out how well your business reflects the provenance of Hawke's Bay.

## QUESTIONS FOR PRODUCERS

1. "Located in Hawke's Bay" is prominent in the marketing of our product.
2. We use images of Hawke's Bay to create a link between our product and our region's unique terroir and landscape.
3. We state "Made in Hawke's Bay" on our packaging and labels.
4. Our website communicates our local Hawke's Bay connection in our story.
5. Our social media content and tags reference Hawke's Bay.
6. We share our story with customers and communicate who we supply.
7. We get to know our customers personally and invite them to visit our farm or premises.
8. We work with local businesses to promote each other to visitors.

Take a look at the tips under *Getting Involved in Food Tourism* and see if there are any changes you could make in how your business is operating and review in six months to see if over time sales have improved, you've gained more customers and that you've become an integral part of the local Hawke's Bay food scene.



## QUESTIONS FOR HOSPITALITY & RETAIL

1. We source and use local seasonal Hawke's Bay produce wherever possible.
2. Our staff know our local suppliers and locally sourced ingredients and can tell our provenance story.
3. We regularly visit our suppliers at their farm or premises.
4. We reference local suppliers in the description of dishes on our menu.
5. We promote local producers as part of our story on our website.
6. Producer links, stories and experiences are shared on our social media encouraging people to eat / buy local.
7. Our menu provides visitors with the opportunity to "taste Hawke's Bay".
8. We often create special dishes or one-off events to showcase our use of local ingredients.



# Getting Involved in Food Tourism

## HOW FOOD & BEVERAGE PRODUCERS CAN GET INVOLVED

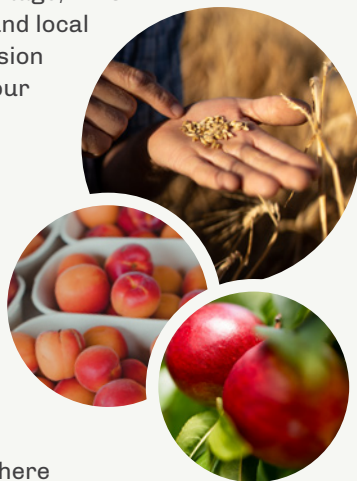
There are many ways producers can focus on the food tourism market and below are tips to help you:

1. Raise awareness of your products
2. Reach new customers (consumers and local businesses) and increase your sales
3. Provide information your customers want to know about your products

### Tell your story

Develop a compelling story about your brand (refer to food story checklist):

- Use your website and social media to tell the story of your brand, who you are, how and where your product is made
- Convey history and heritage, links to the specific terroir and local provenance, and a passion for Hawke's Bay and your product
- Show how to use your products – recipes on your website, serving suggestions etc (share on social media and with local media)
- Your packaging should highlight where the product is made, where ingredients come from and who makes your product
- Use compelling imagery and videos to tell your story



### Be local

Tell your customers and suppliers that you produce your food and beverages in Hawke's Bay:

- Get involved in food initiatives and events such as Hawke's Bay Farmers' Markets (Napier and Hastings), Black Barn Growers' Market and F.A.W.C! Food and Wine Classic, and other food experiences
- Be open to creating visitor experiences by offering tours and tastings &/or make yourself known to local food and wine tour companies
- Participate in or leverage local events like Art Deco, Mission Concert, Hawke's Bay Marathon, etc.

### Develop relationships with local businesses

People do business with people so make time to meet customers in person and share your product information:

- Work with restaurants and cafes to showcase local products and ingredients on their menus
- Work with local speciality retailers and farm shops to promote your product as gifts for visitors to take home or offer to host tastings so people can try your product
- Partner with producers of complimentary products

### Be newsworthy

- Enter awards e.g., Outstanding NZ Food Producers Awards, NZ Food Awards to raise your profile and if successful, it creates a unique selling point for your business and our region
- Be social and share your achievements e.g., launch new products, celebrate success etc on social media

# Getting Involved in Food Tourism

## OPPORTUNITIES FOR HOSPITALITY BUSINESSES

There are many ways food and beverage outlets can focus on the food tourism market and below are tips to help you:

1. Share your role in the Hawke's Bay food story
2. Raise awareness of your connection with local provenance
3. Attract new customers, increase your sales, and drive advocacy for your business

### Tell your story

Develop a story that showcases your restaurant, your dining experience, and your ingredients:

- Use your website and social media to tell the story of your establishment, your people (kitchen and front of house), the menu and where the ingredients are sourced
- Share your passion for using local produce / products by creating Hawke's Bay dishes and telling the producer story by cross promoting on social media
- Use compelling content and visuals (photos and videos) to tell your story on social media
- Educate your staff on your story and your ingredients



### Be local

Be loud, proud, and passionate about what Hawke's Bay has to offer:

- Be aware of seasonality, buy local and create a truly local food offering
- Promote provenance and bring it to life on menus and websites
- Tell customers about local products and ingredients by sharing as much information as possible e.g., name of producer or farmer, location, breed of animal



### Develop relationships with local producers

People like doing business with people they like, admire and trust. Forge relationships so that if a producer has something new or in limited supply, your business is at the front of the queue:

- Source more fresh local produce
- Seek out local producers with a shared passion for provenance
- Recommend them to others
- Work with producers to tell their story too

### Raise your profile

Be visible within the local culinary scene:

- Get involved in local food and beverages events such as F.A.W.C! or encourage your chef to do a cooking demonstration at a food festival or host your own foodie event on the back of others taking place
- Enter the Hawke's Bay Hospitality Awards
- Be accessible to producers; make time to visit them
- And more importantly work to build community within the Hawke's Bay food scene





## Need More Support?

Hawke's Bay Tourism is the Regional Tourism Organisation (RTO) for the entire Hawke's Bay region – Central Hawke's Bay, Hastings and Wairoa districts and Napier city – and is here to provide you with resources, support, and guidance.

Our experienced team can also connect you with people and businesses that share your passion for Hawke's Bay food and beverages. Our mission is to get more people to visit, do more while they are here, tell their friends, and entice them to visit Hawke's Bay again.

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*With thanks to Michelle Jones • Last updated March 2022*