

## Culinary and Technical Centre Description

At Simplot Australia, we're focused on boldly driving and delivering seed-to-plate innovation that provides sustained and profitable growth. We believe that when we explore the possibilities of the future and create new innovative ways of doing things, we have the potential to create history just like the innovators who have gone before us. Our headquarters is home to both a purpose-built Culinary Centre, and a Technical Centre that enables our experienced Innovation and Growth (I&G) team to develop the next innovative products from Simplot, across all of our brands and categories.



Our culinary centre provides a space for our talented team of Chefs and Home Economists to plan, prepare and create the next innovative products from Simplot. The centre is set-up to allow the team to prepare products using either commercial or domestic kitchen equipment, as the situation requires. The culinary team is responsible for creating and refining concept recipes for new Simplot products in response to briefs received from the marketing team. These products are inspired by consumer insights, food trends, gaps identified in the market or new technologies.

All of our products cooking times and cooking instructions are tested and validated by the Culinary Team to ensure they will meet the needs of the consumer. The Culinary Centre is also the area where all of our recipes are created and photographed, or filmed to support all channels that require them, such as our branded websites, social media, print media and back of packs.

The Culinary Centre is the perfect environment to closely work with our sales teams and customers to provide recipe and menu ideas and showcase our product range. We co-

create new product concepts with our customers, as well as provide practical solutions for our customers through training and education.

The site also accommodates our high-tech sensory facility, which allows team members to blind test products being developed to provide feedback and liking preferences to help perfect the product before launching it into the market. This process uses statistics and data to accurately predict which products will be preferred by consumers.

Our headquarters is also home to a cutting-edge technical centre that enables our Innovation and Growth (I&G) team to carry out all of the functions involved in the research and development process to bring our newest innovations to life. Our technical centre allows the team to test and learn on pilot-scale equipment that replicates the equipment found in Simplot manufacturing sites around Australia. In this way, our technical centre acts as a steppingstone towards product commercialisation, enabling the team to also utilise the learnings developed through this process to minimise potential waste when put into production.

The technical centre also hosts a range of other functions, including accelerated shelf-life testing of products, ensuring manufacturing specifications are maintained and providing a space to workshop packaging options.

These two best-in-class facilities enable us to develop market leading products from paddock to plate.