Bhuja advertorial 18/12/08 15:58 Page 2

Snack Attack

Offer your customers something new and exciting this year, Majan Bhuja's healthy snacks

What is the history of the company?

Majans is a Brisbane-based family business that was established in 1984 with a vision of providing Australians with a healthy snack alternative. Bhuja was the first product that was launched in Australia and its origins date back to recorded history and beyond, when farmers used to roast their grains, cereals and pulses and blend them with a variety of spices to prevent them from deteriorating. As time went on and people took to travelling long distances, Bhuja was carried as a snack food of convenience as it had taste and was nutritious. Different families created their own mixes, which were passed down from generation to generation. The key factor being the mixture of spices. Majans Bhuja has evolved from this rich tradition. And, with the advent of today's technologies in food processing, the Majans Bhuja range maintains the best in taste, freshness and nutrition and most importantly, a mixture of its own exotic spices.

How has the business evolved?

During the early days, Majans concentrated on the ethnic market with the aim of delivering a product that it could take to the market at large. After 15 years of research and development and investing in technology, Majans felt comfortable that it had perfected the product and was willing to introduce a healthier snack alternative to the mainstream market in Australia. In 2003, it launched its first range of Bhuja with the exotic colourful packaging under the tag line of "ablaze with taste and goodness." Studies showed that taste has always been the king when it come to snacks, however when we introduced Bhuja we went beyond just giving the market another great tasting salty snack. We gave them something that was addictive in taste, but full of goodness. That is why we consider Majans "The home of taste and goodness."

What was the turning point for the business?

There have been two crucial turning points. In 2003 when Majans launched to the mainstream market with its bold exotic packaging and in late 2007 when Majan's products became 100% natural and cooked in sunflower oil. This product was packed in a stand-up doy bag and became an international product overnight.

What is your unique selling point?

Bhuja is a healthier salty snack alternative which is; 100% natural, cooked in sunflower oil, free from trans fat and gluten, a good source of protein and fibre, cholesterol free, low GI and with no added MSG.

How many people do you employ?

There are approximately 30 people with the company.

What products are in your range?

There are five products, original, cracker, fruit, nut and peas. The number one selling is Bhuja Original Mix, followed by Nut Mix, Cracker Mix, Peas and Fruit Mix.

Are you introducing any new lines?

We are a very innovative company and invest heavily in product RND. We have ten new products ready to come into the market, however we will space these out over the next few years.

Why should retailers stock your product?

Due to the international obesity crisis and the general awareness of how people are starting to avoid your traditional salty snacks, based on the latest figures from Nielson, potato chip sales are on the decline. Majans Bhuja provides a wonderful healthy alternative to these salty snacks. Not only does the product taste great, but it is also loaded with goodness. It is one of the few products that retailers can put in the mainstream snack section and be able to claim so many health benefits, especially gluten-free. In America it has already become the number two selling gluten-free snack. Based on all of our market surveys we have clearly established that Bhuja has no problem with repeat sales. Once your customers have eaten the product they will continue to come back to re-purchase.

Do you supply POS material?

We are able to provide stands and posters for retail customers.

Which wholesalers supply your products to the UK?

Kikapu Ltd are the primary exclusive importer into the UK, Tree of Life 01782 567100 and The Health Food Store 0115 976 7200 are both sub distributors.

What top three tips can you offer to increase sales of your products?

Make sure you allow customers to sample the products and keep them at checkout counter points for impulse sale opportunities. Merchandise them together to make a strong impact on the shelf.

The magic's in the mix!

Now Available in the UK Spice up your life with Majans Bhuja - the tasty, wholesome snack that's great for a nibble anytime.

• Cracker Mix • Spicy Peas • Fruit Mix • Original Mix

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