

May 4, 2022

High-end Aussie cherries sell out in Vietnam and Malaysia

A targeted campaign across Vietnam and Malaysia featuring luxury, ribbon-handled gift boxes filled with premium Australian cherries has resulted in close to 4000 boxes sold and importers and consumers wanting more.

The inaugural effort between Taste Australia, a joint initiative led by Hort Innovation with Australian growers and AUSTRADE, and five leading importers was timed to support sales activities in the lead up to the Lunar New Year peak season.

Hort Innovation head of trade Brei Montgomery said the aim of the campaign was to educate importers, retail partners, influencers, media and most importantly consumers on the premium nature and high quality of Australian cherries – and the results were encouraging.

“By all accounts, the cherry displays we had in place in major retail outlets across Vietnam and Malaysia were attracting large crowds, and consumers enjoyed the novelty of this high-end offering,” she said.

“All of the boxes sold out, and our importer partners have requested that we supply a larger number next season, which is really positive.”

The campaign was underpinned by a targeted social media element that was supported by a squad of social media influencers, from celebrity chefs to urban style gurus.

Ms Montgomery said influencer engagement is imperative to reaching target audiences, especially in Malaysia where consumers are proficient users of social media and use it to interact with the brands they enjoy.

Malaysian importer Khaishen Trading representative Tracey Lee said the campaign resonated with her customers.

“The in-store activation helped us increase the sales volume as repeat ordering is better after promotional activities, and there was a lot of buzz this year on social media,” she said.

A shopper at Malaysian supermarket Village Grocer, Triptpal Kaur, said he was delighted with this season’s Australian cherry offering.

“Australian Cherries are one of my favourite fruits and each year I always buy them for my clients as a Chinese New Year gift. Trying fruits at the supermarket helps me to decide if I’ll purchase or not. I also love the premium gift, it’s good quality.”

According to the [Australian Horticulture Statistics Handbook](#), in the 2020/2021 financial year, 16 per cent of Australia’s cherries were exported to Vietnam, while a further 4.53 per cent were exported to Malaysia. Victoria, New South Wales, Tasmania and South Australia are Australia’s top cherry producing states, followed by Queensland.

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Malaysian influencer Abang Brian shared his love of Aussie cherries with Malay and urban English audiences.



Vietnamese consumers give Australian cherries their approval

