

SUCCESS Factors behind the BUSINESS and COMMUNITY impact of the **Barossa Co-op.**

September 2024



WE ARE A RESPONSIBLE, SUSTAINABLE BUSINESS.



About the Barossa Co-op

Celebrating our 80th year!



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barossa 

Business & Community



Barossa Fresh Case Study



Brand & Community Connection



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Retail Business Essentials



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Success Factors – BAROSSA FRESH

- ✓ Range
- ✓ Support Local
- ✓ Our Brand
- ✓ Our Team
- ✓ Member pricing
- ✓ Promotions
- ✓ Brave Logistics & Drakes Supermarket



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Brand & Community Connection



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Brand & Community Connection

“We will build a brand that our community is proud of and feels a strong connection”



Bi-Annual Vintage parade



Foundation Barossa Soup Event



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Barossa Co-op Brand Aspirations.



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Barossa Co-op Brand Aspirations – in Action



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Barossa Co-op Brand Aspirations – Endorsement BRAND



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Thank you!



Questions?



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