



#### Name and position

Sam Schachna  
 Director, Menora Foods  
 Australian Board Member, CEISA

#### Company profile

Menora Foods was established in 1967 and is a leading, family-owned food marketing and distribution business. The business employs more than 300 people and owns and represents many of Australia's most trusted brands. Menora Foods operates a national supply chain with grocery, confectionery, chilled and frozen storage warehouses in key Australian states. Menora Foods is also a member of CEISA (Circle of Specialty Food Distributors) – a close collaboration of worldwide food and beverage marketing and distribution companies that offer the finest and most exclusive food and beverage products.

#### What was your first job?

My professional career began at KPMG where I worked for more than six years. I led projects and provided strategic, regulatory and financial advice to many blue-chip clients that were among Australia's leading companies across the retail, mining, government and IT sectors.

#### What is your proudest career achievement?

The contribution I have been able to provide to Menora Foods together with our dedicated team. Over the years, Menora Foods has continued to invest in its people, infrastructure and brands. This culminated in FY13 being another record year for our business and in line with our business strategy. We focused on our Menora Foods power brands, Wattle Valley and Peckish, and cemented their position as market leaders and innovators in their respective categories. We also continued to drive strong growth together with our brand partners across the retail marketplace. These achievements have been recognised in the 2013 Independent Pulse Chilled/Frozen Supplier Satisfaction Survey where Menora Foods was ranked in the top five suppliers in

Australia. The independent channel is part of the fabric of Menora Foods and now represents more than 50 per cent of our retail business.

#### What is your biggest regret in business?

My biggest regret is not taking the Menora brands into international markets sooner. Our business has been focused on the Australian market since 1967 and we have worked hard to build our product range, customer base and reputation. Three years ago, we launched our Peckish range in New Zealand and it is now the second biggest biscuit brand in the country. Well-run Australian companies are competitive on the world market. We have plans to take our brands into other international markets.

#### What rules do you live by?

I have a clear vision, work hard and lead by example while maintaining a strong sense of family and culture. At Menora Foods, this vision and work ethic is shared across the business.

#### What has made the biggest impact on the grocery industry in the past five years?

Over the last five years, there have been significant changes across the industry, including

new retail entrants, major changes in business processes, and a heightened level of competition. These changes have been accompanied by weak consumer sentiment and global economic downturn. At Menora Foods, I have led the response to these challenges using experience and techniques that I gained at KPMG. I have focused on process improvements and re-engineering the way we conduct business. While these have been difficult times, in the long term it will create a stronger and more resilient industry.

#### Where do you see the grocery business in 2020?

In the food sector, I see a continued focus on simple, natural, non-industrialised foods and local sourcing. In Australia, we are blessed with world-class products. We are proud to represent outstanding locally produced brands, including Wattle Valley Dips and Soft Wraps, Cobram Estate, Goodness Superfoods, Huon, Jindi and Chobani. ♦