



Success stories

**Covid 19 inspires home cooks to take the pipi plunge.**



**New opportunity arises.**

Growth strategy helps Goolwa Pipico navigate the rough waters of Covid 19.

Support from the Entrepreneurs' Programme positions Goolwa PipiCo well to capitalise on opportunities presented by Covid 19.

**The Challenge:**

In 2018, Tom Robinson, Managing Director of Goolwa PipiCo approached the Program to determine how it might assist the emerging seafood business with its growth plans.

Working closely with Business Facilitator Robert Lloyd from Delivery Partner Business SA, they uncovered an opportunity for Goolwa PipiCo to get closer to their customers with their

online marketing activities. As part of his recommendation, Robert identified the need for the company to make more of their association with the end users, the chefs, who could become 'brand ambassadors' for the emerging seafood brand.

Highlighting this opportunity to turn 'customers' into 'marketers,' Goolwa PipiCo found a way to effectively add another layer of authenticity to their brand.

**Implementing the recommendations:**

Supported by Program growth grants, Goolwa PipiCo developed a comprehensive growth strategy, as well as an updated website, professional services from a Social Media agency and a suite of promotional brochures/leaflets and recipe cards.

These tools were used extensively by their marketing partner, Blue Harvest, to approach a new base of customers.

**Covid ready:**

Despite the impacts of the pandemic on Food Service, Goolwa PipiCo saw significant growth in retail sales of their packaged products as consumers pivoted their pipi consumption habits from restaurants to their own kitchens.

To our pleasant surprise, we found that our sales during Covid 19 increased as consumers tried new ingredients and recipes during home isolation'. Tom Robinson, Managing Director, Goolwa PipiCo.

**Ongoing growth:**

Far from being a flash in the pan, Goolwa PipiCo has seen a positive change in its customer mix. While their favourite restaurants were temporarily closed, and consumers could not get their pipi fix, home cooks started using pipis as a trusted ingredient and never looked back.