

# Reader Profile & Testimonials

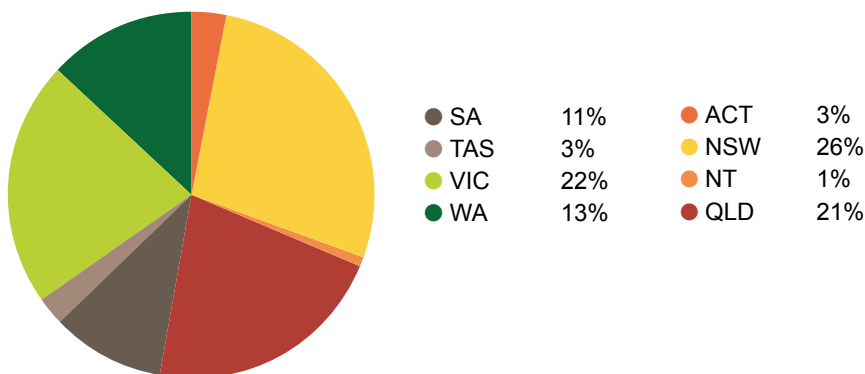
## ABOUT THE BOOK

- Print run 2000+ copies each year
- Annual printing April/May each year
- A4 soft-cover book
- Combination of colour and mono pages on sustainably sourced stock

## WHO GETS IT?

- Selected retail buyers across the country receive a free copy. Includes the following recipients:
  - Buyers, stock managers, general managers and proprietors at health food shops and organic shops, supermarkets and wholefoods stores, physical as well as online, and also group buyers at independent supermarket groups and pharmacy groups nationally
- All advertisers within the book also receive a free copy. Includes the following recipients:
  - Manufacturers: general managers, sales or marketing managers and proprietors at natural product manufacturing businesses
  - Importers, Distributors & Wholesalers: general managers, sales or marketing managers and proprietors at natural product wholesale distribution companies

## RETAILER LISTING STATES (FROM CURRENT EDITION):



## SOME HANDY INFO ON THE RETAILER LISTINGS IN THE BOOK (FROM CURRENT EDITION):

- Over 56% of retailers listed are health food stores, organic stores or wholefood stores
- Another 24% are independent supermarkets, while specialty store buyers represent almost 9% and pharmacy buyers represent 10%
- 10% of buyers listed are making decisions on behalf of more than one store
- Around 39% of listed buyers have listed that they have an on-site practitioner in the store
- Around 12% of listed buyers have listed that they have an on site café connected to the store
- Almost 10% sell liquor, ie organic wine, etc
- Almost 97% of buyers have provided a list of the types of products stocked in the store
- Almost 84% of buyers have listed details of product types they are looking for from suppliers



Foodsources is a great, informative directory

*Jennifer, Natural Choice Maddington*

What a great source of info! Love it! I love being able to see pictures of products in the front section

*Eva, 7th Heaven Wholefoods*

I like having supplier & product info all in one spot. It's convenient when looking for products or when new products come out, I look through and can see which suppliers are likely to have that type of product

*Kelly, Healthy Life Newmarket*

Saves me hours on the internet! I love that Foodsources shows me new ideas and alternative suppliers!

*Leah, Go Vita Chermside*

Ease to use, comprehensive, reliable

*Nathan, Go Vita Marickville*

The Foodsources book is beneficial to our business because it gives us access to a range of products that are suitable for our customer's needs throughout the varied outlets we have around the country

*Chris, Foodworks (Category Manager)*

Good source of information!

*Dai, The Vitamin Outlet*

Thank you for your efforts. The layout makes it very easy to source information. I love that it's a database of everyone in our industry

*Latiesha, Health Kick Enex 100*

Beautifully presented. Great for quick reference! Have had good feedback from others who have found our store using Foodsources. Thank you!

*Jane, Only The Good Stuff*

Great book; much larger than I thought. It is a pleasant change to sit with a coffee and browse a book looking for suppliers instead of sitting in front of a screen with google for what seems like hours. Good job to you all

*Leonie, Provincial Gourmet*

I love the variety of organic products in the book, and businesses with an environmental approach

*Tegan, Bardens Amcal*

Keep up the good work! I love the contacts and the depth of information

*Jane, Pure Earth Rockhampton*

It's unique!

*Jacqui, Go Vita Sandy Bay*

Thank you for such an informative resource! I love that there's so much information contained in the one source, plus the chance to uncover products that I didn't know were out there

*Kim, Purple Sage*



Looks like a lot of work went into it and I think it's great: very well set up and easy to read and find things

*Nicole Eugster | Essence of Organics*

Very good. Clearly laid out. It is good to have all the information on health and foods in one place. I often get customers asking for products – here I can easily look them up

*Madeleine, Go Vita West End*

I love that everything we need is in one place

*Tilami, Healthlink Kiara*

Looks fantastic and is very functional and user-friendly! Packed full of information. Interesting and informative

*Ursula, Greenies Real Food*

Very impressed! Thoroughly accessible information

*Mel, The Stables IGA*

I love that the Foodsources book is easily navigated

*Martin, Care Clinic*

Wow! I didn't realise it was going to be so extensive. I think the concept of the Foodsources Year Book is fantastic.

Hopefully this will make sourcing new products a breeze

*Claire, Goodfoods at Kings*

Thank you. I love that Foodsources is always keeping updated with latest market trends

*Lyn, IGA Jetty Coffs Harbour*

Excellent publication!

*Pierre, Go Vita Strathfield*

Full of quality information

*Raelene, IGA Milton*

Fantastic! Combining all the elements of business and simplicity

*Achilles, Agora Organic Market*

Thank you! I love that Foodsources makes it easy to see what is available

*Lorine, Natural Balance*

I love that Foodsources has everything in one book

*Jennifer, Goodlife*

You've done a marvelous job :) It's very comprehensive with a great level of detail

*Leni, Goodlife Centrepoint*

It's comprehensive, state indexed. A quality publication

*Alex, Broadway Health Foods*



I love that Foodsource is set out so well  
*Nicola, Forgiving foods*

The Foodsource concept is very good. Beneficial for finding like-minded businesses and suppliers  
*Jack Verbeek | Kew Organics*

Don't stop! I love that Foodsource is easy to use, and I love the amount of information  
*Kerry, Vitality Health Food*

I love the wide coverage of brands/stock  
*Karen, Leven Traders Health Foods*

Keep up the good work! I love having the ability to show our customers the range  
*Brent, Mansfield Foodworks*

Thank you for helping the industry! The book is very appealing and promotes products well, giving me great selection/ideas of new products  
*Lorenzo, Natures health*

Foodsource is great for our gluten free section  
*Kerry, Foodworks Gisborne*

I love that Foodsource contains lots of good products  
*Angela, Wilsons Organics*

Keep producing it! I love the whole presentation, the colour, the great quality and the information  
*Maurece, Natural Food Barn*

Fantastic – an easy reference  
*Con, The Allergy Centre*

I love that it lists numerous products in one place. I no longer have to look through piles of supplier catalogues  
*Simone, Go Vita Revesby*

Fabulous! It's needed. It's about time! Foodsource will be a useful tool for all of the Mrs Flannerys stores  
*Jan, Mrs Flannerys*

I love that Foodsource has lots of information and contacts  
*Altona North Organics*

I love the extensive range of gluten free products  
*Javid, Eastrow IGA*

I love that Foodsource is a one-stop book. It's all there  
*Tracey, Naked Health Food*

The Foodsource book is fantastic. We have been in contact with many new suppliers. The staff regularly discuss and browse the book's contents in our lunch office  
*Rebecca, Healthy Life Robina*

I love seeing all the health options together in one place, and being updated about new players and products  
*Carolyn, Revisiting Nature*

Keep it up! I love that it makes sure we are covered for new products throughout the year  
*Sally, Leura Health*

I love the selection of suppliers  
*S. Klotnick, Passion Foods*

The logo for Foodsource, with the word 'foodsource' in a lowercase, rounded font. 'food' is in green and 'source' is in orange. The logo is set against a dark brown background with a white border.

Good & helpful publication-staff love it as well! I love looking through to see the new products that are out there  
*Jill, Flannerys Maroochydore*

Thanks for a great resource! I love that Foodsource is full of great information  
*Cindy, In Harmony Health*

I love that Foodsource is a reference with everything in one place  
*Ian, Go Vita Junction*

Foodsource will be a valuable bible for me to locate more products for our whole food store  
*Beverley, Grandpa's Garden*

I love that Foodsource is an easy reference, with everything all in one book  
*Melva, Go Vita Bundaberg*

It is great to have all this info available in one place & not have to chase it.  
*Sally, Go Vita Bathurst*

You have a great publication. Foodsource is easy, concise and informative  
*Leone, The Organic Apple*

A wonderful resource every business should refer to. So many contacts all in one handy book!  
*Louise, Hillstream Health Centre*

The gluten free product information is very good. I love the amount of information Foodsource contains  
*Sonia, Healthy Life Brookside*

It would be great to have a Foodsource expo!  
*Anne, Cooma Health Bulk*

A great resource for the industry – to be able to see so many products virtually 'in the flesh'. A great read. So many new products I wouldn't have otherwise known about along with old favourites. Can't put it down  
*Ray, Beerwah Health Foods*

I love the layout, the easy accessibility, and great resource suggestions  
*Zina, Castlemine Natura*

Great job! The amount of information available make business a lot easier for me!  
*Michelle, Essence Of Organic*

I love that Foodsource is so easy to read and access info  
*Yusuf, Healthy Life Indooroopilly*

Foodsource is clearly set out and a great assistance to staff! It's a "never throw away" reference guide. Thanks  
*Lynda, Natural Results*

Helps me to also find suppliers that are too small to get a profile otherwise  
*Tom, Mountain Creek Wholefoods*

I love that Foodsource shows me new leads that can be very hard to find or easily missed elsewhere  
*Polly, Care Clinic*

I love that Foodsource makes info easy to find  
*June, Nelson Bay Healthy Foods*

Excellent. I love this idea! Thank you. Foodsource is so helpful and insightful. Keep up the great work  
*Chris, Monk's Health Emporium*  
 Bright, up to date, very relevant, all inclusive. Thank you!  
*Natasha, Healthy Notions*

Great resource! Great for locating information after customer enquiries, and discovering new products in the book  
*Kathy, Healthy Life Dubbo*

Foodsource will help us develop a better range with so many contacts in new markets. This will help us grow our business  
*Peter, Mt Martha Supa IGA*

I love that there's a lot of good information in one book  
*Lauren, Discount Vitamin Centre*

You guys have done a fantastic job. Well done!  
*Wendy, Pure Organics*

I love that everything is all in the one directory. Thank you for putting out such an informative and well presented book. It's easy to follow, bright and is definitely going to make my life so much easier and sure to help in my business!  
*Helen, Whats Good For You*

Thank you. As a nutritionist it's a good book to get reference & ideas for myself and clients. I love that there is so much variety in the products. The book explains each item very well & presents in an easy to understand format  
*Anamaria, Heathy Life Carlingford Court*

I love that Foodsource has all the wholesalers in the one book. Keep up the good work!  
*Norman, Living Now Health*

Thank you! I love that everything is in the one place  
*Alya, Great Earth*

I love that Foodsource gives us notification of new products  
*Karen, Seeds Of Wellness*

The Foodsource book is comprehensive, clear and concise  
*Sophie, Go Vita Ocean Grove*

I love the information and variety in Foodsource  
*Kath, Hills Fresh*

I love the variety of contacts available in the Foodsource book  
*Ebony, Drouin Health Barn*

Well set out, giving us access to companies we would not normally hear about, with a huge variety in many different areas. A fantastic resource for anybody in the health business industry. Well done!  
*Dean, Hillstream Health Centre*

It's a great way of finding new products and new ideas, all in the one book. Foodsource is easy to follow, well planned, time saving. A great resource and must have for the health food industry  
*Fawzia, Healthy Life Cleveland*

It's a bundle of information!  
*Andrea, World Of Health*

I love all the different products that are listed that would suit our store  
*Michael, Foodland Brighton*

Very professional publication. Very comprehensive & up to date  
*Peter, Granny Smith Natural Food*

Contact the Foodsource team today to book your position to ensure you're included in our next edition.

Phone: 07 3299 5551  
 email:  
[info@food-source.com.au](mailto:info@food-source.com.au)  
 or check out our website:  
[www.food-source.com.au](http://www.food-source.com.au)



I love that it shows the product information all in one place  
*Anji, New England Food For Thought*

Well set out. Easy to read & find information  
*Cindy, In Harmony Health Foods*

Great job!  
*Michelle, Essence Of Organics + The Spice Girls*

I love that Foodsource is so easy to navigate  
*Nova, The Hopper Group*

Concise, visual and colourful! Easy to find information  
*Gordana, Earth2U*

Keep up the good work. I love the concept of Foodsource  
*Ian, Good Life Subiaco*

The Foodsource book is a great tool for our Purchasing Manager to use for new suppliers, products & contact details. It is also useful to see who is in the market, how much it is growing & where the industry might be headed. It also works well from a marketing perspective & those businesses included in Foodsource, I believe would be given a little more credence for doing so. You are doing an amazing job. Good on you.  
*Donna, The Natural Foodstore*

I love the ease of finding information & suppliers through Foodsource  
*Jane, Pure Earth Rockhampton*

Great range of product info! Distributors list are also really handy  
*Amber, Carrig Chemist*

Love it, great concept  
*Brenda, IGA Portside Wharf Brisbane*

Thank you very much for sending me a copy! The whole book has been beautifully presented and contains a wealth of valuable information  
*Sue, Healthy Life Brookvale*

What effort you have all gone to in compiling this book. It is fantastic. Thank you for sending us the book here at Healthy Life in Wynnum  
*Karen-Lea, Healthy Life Wynnum*

I love all the information  
*Pratibha, Metcentre Amcal Pharmacy*

The layout works well. I have gone from product to supplier and vice versa. Keep doin' the do  
*Peter, Earth First Australia*

I love using Foodsource for finding new products  
*Kevin, Kombu*

Foodsource is well thought out and easy to follow  
*Jane, Pure Earth Rockhampton*

I love that there's all the suppliers details and product info in one book  
*Ragnet, GNC Live Well*

Foodsource covers everything in selling and buying of food  
*Lyn, Rockhampton Health Options*

I love that Foodsource is concise, with easy to find information  
*Kylie, Mind Body Soul Roma Pty Ltd*

foodsource

I love Foodsource's easy to read layout  
*Susan, More Health Organics P/L*

Keep up the good work! Foodsource is fantastic. I refer customers to a variety of products listed in Foodsource. The book has allowed me to stock a larger variety in my store  
*Susanne, Mega Health / Good & Natural*

Foodsource is improving every issue. I love the colorful pictures of products, with plenty of info  
*Lorenzo, Natures health*

Extensive range of information to assist customer service. The presentation & quality are excellent  
*Swansea Health & Herb*

Foodsource is the only reference guide I use in this industry  
*Avril, Healthy Life Group*

Foodsource is handy, informative, up-to-date and colourful!  
*Jane, Broadway Health Foods*

I have been meaning to tap a note of congratulations. The Foodsource book that landed on my desk is simply brilliant – a resource for all within the industry and one that is well overdue. Well done  
*Scott, Wray Organic Newmarket*

I love Foodsource's easy to access format. It never takes long to find what I need  
*Michaela, Carrig Chemists Chemplus*

I love having distributors contacting me through the book regarding their products  
*Manny, Foodworks Burleigh Heads*

No need to search through the internet or other catalogues for what you need - it's all together, in one place. Awesome.  
*Go Vita*

I love discovering new products in Foodsource  
*King & Godfree*

Thank you for the concept!  
*Health Beauty World*

I love Foodsource's clear print, colour and ease of use  
*Karen, Leven Traders Health*

