

*Only passion
delivers taste*

**That's
Amore!**
CHEESE



About That's Amore Cheese

Started in 2008 by Italian-born Giorgio Linguanti, That's Amore Cheese has developed a reputation among chefs, restaurateurs, and consumers for their wide range of award winning, Italian style cheeses.

Made with love using traditional methods and only the freshest and highest quality milk from local Victorian farms, That's Amore cheeses are 100% natural and free from preservatives, artificial colours.

With a range of 65 speciality Italian cheeses, including the traditional Buffalo Mozzarella, Burrata and fresh Ricotta, through to varieties less familiar to Australian consumers such as Caciocavallo and Lavato.

That's Amore Cheese is also Halal Certified and Export registered.





Cheese production

At That's Amore Cheese, we produce entire range of our products in house, at our facility in Thomastown, VIC.

All products are made using Victorian cow and buffalo milk. All ingredients such as Chilli, Pepper, Truffle are also locally sourced (Australia).

- 15 million litres milk per year
- 4000 kg of cheese produced per week
- 520 000 Burrata made per year
- Over 45000 orders per year

Our Range

RETAIL



FOOD SERVICE



Specialty (Wheels & Wedges)



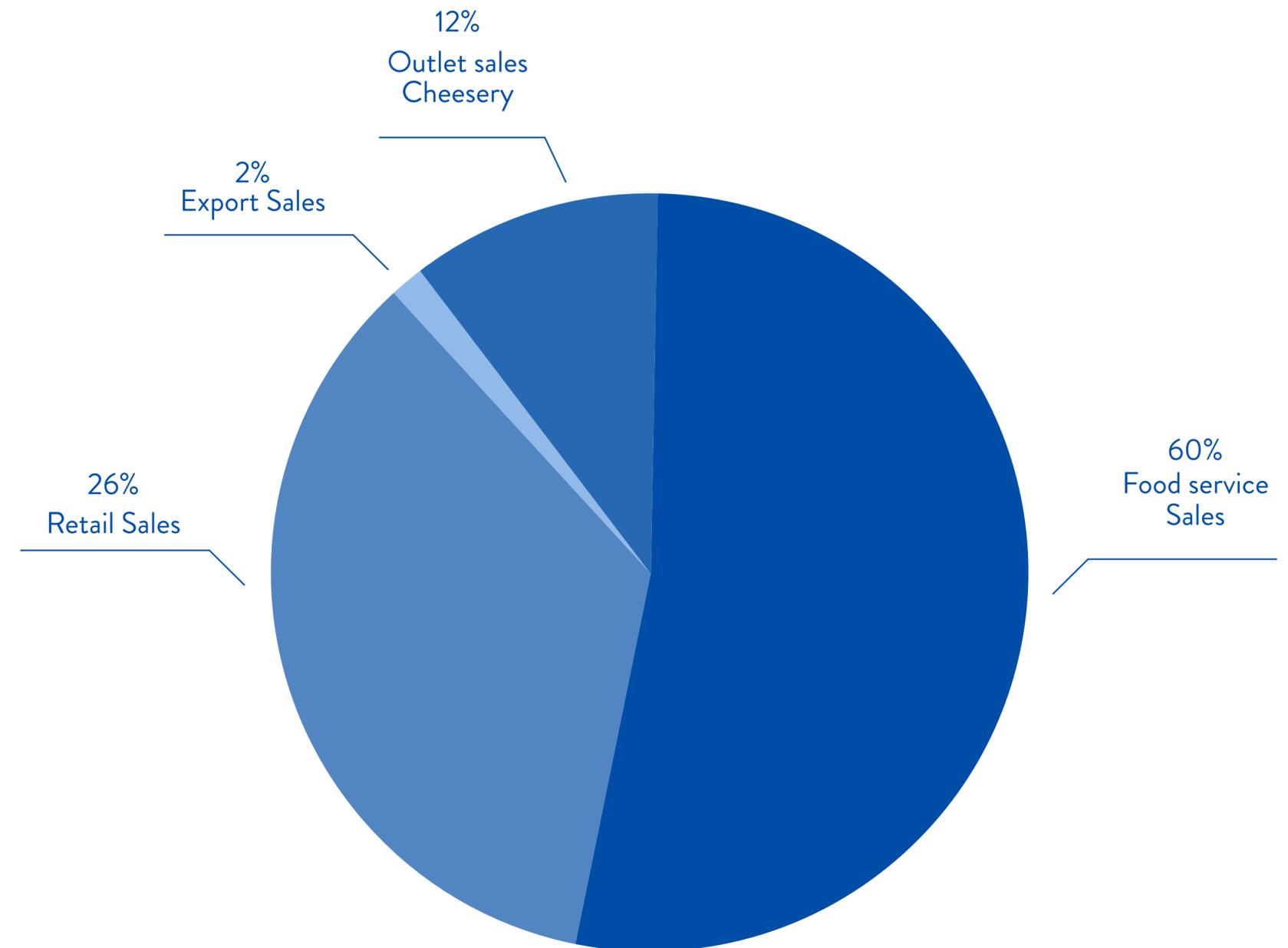
Sales & Channels

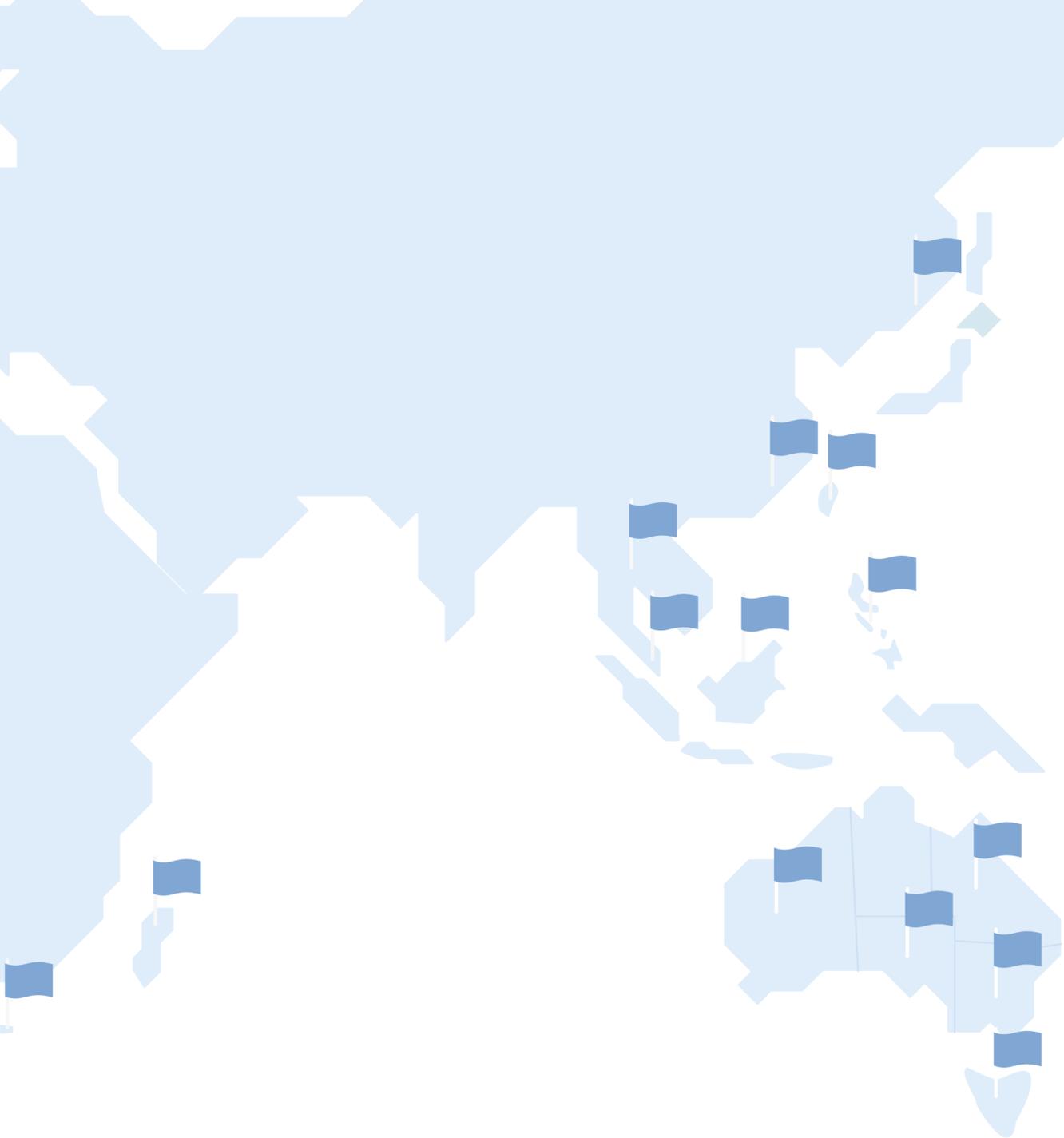
That's Amore has established channels across Retail, Wholesale and Export and has developed various size and packaging options to suit.

Cafes, pizzerias, bakeries and catering companies make up approx. 60% of overall earnings.

Across Food Service, That's Amore Victorian sales reps take a hands-on approach to working with customers (often directly with the Chef) to understand their requirements, provide samples and conduct testing.

Retail is also an attractive growth channel. Beyond the majors, delis, markets, specialty gourmet stores and independent supermarkets are serviced by That's Amore sales reps and our trusted distribution network Australia-wide.





Sales & Distribution

LOCAL

That's Amore Cheese supplies its products directly to food service and retail customers in Melbourne metropolitan area as well as working with local distributors to ensure a larger reach.

REGIONAL

We supply Regional Victoria for both Food Service and Retail thanks to an internal team of sales representatives, although distribution/delivery for the regional Victoria area is appointed to several Food Distribution companies.

INTERSTATE/COLES

Interstate is a market where That's Amore Cheese has exponentially grown in the last 6/7 years, allocating areas and jurisdictions to

each distributor we work with, selecting the right distributor based on targets for both retail and food service.

That's Amore Cheese also supply directly to Coles Supermarket with their own brand Giorgio's Artisan Cheese

EXPORT

That's Amore Cheese set up the Export Department in 2016 and now delivering directly and/or with the use of appointed importers, to the below countries:

Korea - Taiwan - Singapore - Hong Kong - Sri Lanka - Maldives - Malaysia - Philippines - Brunei - Middle East - Thailand.



Marketing

- Dynamic in house marketing team
- Strong social media & marketing presence (140k total social media audience)
- Currently advertising on live TV, catch up TV, out of home and display ads, billboards, youtube, social media and magazines
- Proudly sponsoring some major food events in Melbourne, Carlton FC, Supporting activities and community z(Royal Children Hospital)
- Works at Major events like Food Service Australia, Good Food & Wine Show, and Summer/Winter Night Market.
- Highly engaged with the consumers through social media, website, recipe content and tv cooking programs (Everyday Gourmet, Made in Italy)
- Database of 18000 Subscribers