



**Lenard's**  
*Share the love*

# LICENSE MODEL

    [lenards.com.au](https://www.lenards.com.au)

**Lenard's provides the opportunity for specialist retailers to share in delivering the Lenard's brand and establish a point of difference for their stores, through our new License Model.**

### **Why Lenard's?**

- We offer an innovative range of premium handmade products that your competitors can't match.
- We are the missing ingredient for shoppers balancing the need for convenience with a desire to put something special on the plate.
- We are a much-loved Australian brand with a loyal customer base. Many customers travel to buy our range.
- We love our customers, and we put that love into our products so that they can share it with family and friends.

### **The Lenard's Target Audience**

Predominantly mums, of all ages. They are busy, but want to put quality protein on the plate. They are prepared to pay a little more because they want dinner, or eating together, to be enjoyable, rewarding and special.



“  
We've been making the best handmade chicken products for Australian families since 1987.  
”

- Meat Case and Delicatessen ranges available to order.
- Products are frozen for your convenience - resulting in products that are fresher; have longer shelf-life; provide less wastage; and are easier to manage.
- Products come ready to sell - no additional expertise required in-store.
- Ongoing sales and marketing support - including in-store marketing materials available for you to utilise.



# LICENSE MODEL DETAILS

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## NO UP-FRONT COSTS OR ONGOING FEES

As a Lenard's Licensee you will be granted the right to sell our highly-respected range as a 'Certificated Lenard's Supplier' - giving your business a competitive-edge in today's marketplace.

You can range your products through your current store setup; in dedicated freezers and fridge displays; in your online store; at markets etc - how you want to sell our products is up to you!

You will become part of our 'Lenard's Flock' and be provided with ongoing product, marketing and sales support, on request. Including business website listings; Lenard's-branded decals, product tickets and brochures; Product Information Guides and more.



# IN-STORE DISPLAY



meatcase



deli display



meatcase

# LENARD'S BRAND

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## VISION

Lenard's is Australia's most trusted and recognised premium chicken brand.

## BRAND VALUES

We're in a relationship, not a transaction. We fill a need that goes deeper than putting dinner on the table. For the relationship to be deeper, it can't just be about the customer. They have to know what's important to us too.

## BRAND PROMISE

*Lenard's brings the love.*

We've been making the best handmade chicken products for Australian families since 1987. We put love into every meal we make so that you can share the love with your family and friends

## BRAND SUPPORT

Our love:

- ♥ of chicken
- ♥ of meal-time and sharing a meal
- ♥ of family
- ♥ of food
- ♥ of providing for others
- ♥ of convenience
- ♥ of quality
- ♥ of our customers



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# LENARD'S BRAND

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## BRAND PERSONALITY

Upbeat and full of promise. There's a lot to love about Lenard's. We've always believed in giving our customer the best because we're not happy until the customer is happy. And that's the story we tell.

## LENARD'S TODAY

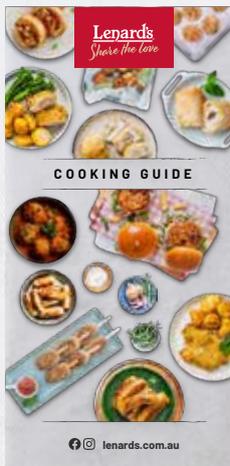
In 2024, Lenard's celebrated 37 years of successful retailing and is still going strong. Our ready-to-cook business model is the only one of its kind and scale internationally thanks to our unique business systems, innovation and development. Currently the business has 20 outlets around Australia, directly or indirectly employs over 500 staff, sells more than 6 million chickens each year, has served over 200 million customers, and spent over a billion dollars with local suppliers.

We are committed to our customers in keeping our Brand relevant and impassioned into the future. Lenard's looks forward to the challenges of growing its business, welcoming new customers and building our Brand relationships over our counters one customer at a time.

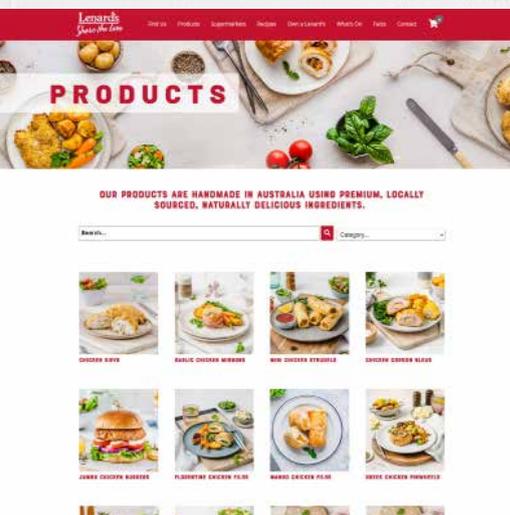


# MARKETING SUPPORT

## IN-STORE MERCHANDISE



## DIGITAL MARKETING



# FULL RANGE

## *meatcase*



### **Baguette Camembert & Bacon - 3298 (PP2-6Trays-FRZ)**

Chicken filled with divine camembert, bacon and spinach, then topped with extra bacon.



### **Burger Jumbo - 3315 (PP4-8Trays-FRZ)**

Burger pattie made with tasty chicken mince, vegetables, herbs and spices.



### **Cordon Bleu - 3321 (PP2-6Trays-FRZ)**

Delicious chicken filled with succulent ham and vintage cheese, coated in natural ciabatta breadcrumbs.



### **Croquette Kiev - 3307 (PP6-6Trays-FRZ)**

Tasty chicken mince filled with mouth-watering garlic butter, coated in natural ciabatta breadcrumbs.



### **Enchilada Mild Mexican - 3319 (PP2-8Trays-FRZ)**

Diced chicken pieces combined with beans, chickpeas and mild Mexican sauce, wrapped in a soft tortilla and topped with cheese.



### **Filo Florentine - 3330 (PP2-6Trays-FRZ)**

Tender chicken breast filled with divine spinach, bacon and fetta cheese, wrapped in filo pastry.



### **Filo Mango - 3289 (PP2-6Trays-FRZ)**

Chicken breast filled with mango pieces and tangy cream cheese, wrapped in delicious filo pastry.

# FULL RANGE

## *meatcase*



### **Kiev - 3314 (PP2-6Trays-FRZ)**

Chicken breast stuffed with divine roasted garlic and parsley butter, coated in natural ciabatta breadcrumbs.



### **Lenny Pop Cheesy - 3304 (PP6-8Trays-FRZ)**

Tender chicken mince packed with hearty vegetables, rolled in cheesy ciabatta breadcrumbs and placed on a popsicle stick.



### **Mignon Garlic - 3323 (PP4-6Trays-FRZ)**

Tender chicken wrapped in bacon and topped with a swirl of delicious roasted garlic butter.



### **Parmigiana - 3325 (PP2-6Trays-FRZ)**

Juicy chicken wrapped around rich tomato, herb and vintage cheese sauce, coated in herb and garlic natural ciabatta breadcrumbs.



### **Pattie Herb & Garlic - 3299 (PP6-6Trays-FRZ)**

Minced chicken combined with hearty vegetables, coated in natural herb and garlic ciabatta breadcrumbs.



### **Pocket Cordon Bleu - 3456 (PP4-9Trays-FRZ)**

Chicken mince filled with divine ham and cheese, coated in natural ciabatta breadcrumbs.



### **Pocket Mild Mexican - 3455 (PP4-9Trays-FRZ)**

Chicken mince filled with mouth-watering mild Mexican sauce, beans and cheese, coated in natural ciabatta breadcrumbs.

# FULL RANGE

## *meatcase*



### **Pocket Parmigiana - 3454 (PP4-9Trays-FRZ)**

Chicken mince filled with rich tomato and cheese, coated in herb and garlic ciabatta breadcrumbs.



### **Roll Honey Macadamia - 3344 (WS5-6Trays-FRZ)**

Whole boneless chicken filled with our famous honey and macadamia stuffing.



### **Sausage Kiev - 3302 (PP6-8Trays-FRZ)**

Seasoned chicken sausage mince combined with divine garlic and herbs.



### **Sausage Plain - 3303 (PP6-8Trays-FRZ)**

Seasoned chicken mince combined with delicious herbs.



### **Sausage Spinach & Pinenut - 3334 (PP6-8Trays-FRZ)**

Chicken mince combined with delectable spinach and pinenut.



### **Sausage Roll BBQ - 3301 (PP4-8Trays-FRZ)**

Made with the perfect combination of seasoned minced chicken infused with a smoky BBQ sauce and wrapped in decadent puff pastry.



### **Sausage Roll Original - 3293 (PP4-8Trays-FRZ)**

Seasoned chicken mince combined with vegetables, wrapped in delicious puff pastry.

# FULL RANGE

## *meatcase*



### **Strudel Mini - 3317 (PP7-6Trays-FRZ)**

Mouth-watering chicken mince combined with vegetables, wrapped in flaky puff pastry.



### **Schnitzel Thigh Herb & Garlic - 3326 (PP3-6Trays-FRZ)**

Succulent chicken thigh coated in natural herb and garlic ciabatta breadcrumbs.



### **Schnitzel Thigh Plain - 3327 (PP3-6Trays-FRZ)**

Tender chicken thigh coated in natural ciabatta breadcrumbs.



### **Wings Buffalo Dry - 3399 (PP1-6Trays-FRZ)**

Tender chicken wings marinated in mild buffalo sauce.



### **Wings Honey Soy Dry - 3305 (PP1-6Trays-FRZ)**

Succulent chicken wings marinated in mouth-watering honey soy sauce.

# FULL RANGE

## *deli*



### **Burger Jumbo - 3315 (WS10-6Trays-FRZ)**

Burger pattie made with tasty chicken mince, vegetables, herbs and spices.



### **Cordon Bleu - 3321 (WS5-6Trays-FRZ)**

Delicious chicken thigh filled with succulent ham and vintage cheese, coated in a natural ciabatta breadcrumbs.



### **Enchilada Hawaiian - 3336 (WS5-6Trays-FRZ)**

Tasty bacon, pineapple, cheese and rich Italian sauce combined with diced chicken pieces, wrapped in a soft tortilla.



### **Filo Florentine - 3330 (WS4-6Trays-FRZ)**

Tender chicken breast filled with divine spinach, bacon and fetta cheese, wrapped in filo pastry.



### **Kiev - 3314 (WS5-6Trays-FRZ)**

Chicken breast stuffed with a roasted garlic parsley butter, coated in a natural ciabatta breadcrumbs.



### **Mignon Garlic - 3323 (WS6-6Trays-FRZ)**

Tender chicken wrapped in bacon and topped with a swirl of delicious roasted garlic butter.

# FULL RANGE

*deli*



## **Parmigiana - 3325 (WS5-6Trays-FRZ)**

Tender chicken thigh wrapped around a rich tomato, herb and vintage cheese sauce, coated in a herb and garlic natural ciabatta breadcrumbs.

## **Schnitzel Thigh Herb & Garlic - 3326 (WS1Kg-6Trays-FRZ)**

Succulent chicken thigh coated in a natural herb and garlic ciabatta breadcrumbs.

## **Schnitzel Thigh Plain - 3327 (WS1Kg-6Trays-FRZ)**

Succulent chicken thigh coated in a natural ciabatta breadcrumbs.

## **Strudel Mini - 3317 (WS14-6Trays-FRZ)**

Chicken sausage mince combined with vegetables, wrapped in delicious flaky puff pastry.

# PRODUCT ORDERING

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Your Lenard's product is fully made and supplied from Lenard's local Central Production Facility.

All orders must be placed by 9am on the day prior to your designated delivery day using your Lenard's Central ordering portal – you will be supplied with a unique store login. An email confirmation will be forwarded to you on receipt of your order.

**[www.lenardscentral.com.au](http://www.lenardscentral.com.au)**

**Ordering enquiries may be directed to  
[sales@lenards.com.au](mailto:sales@lenards.com.au) or (07) 3100 7866**

## **AMENDING ORDERS**

Amendments to orders may be made up until 9am the day prior to delivery by the same means as your initial order was placed. Confirmation of your amendment will be supplied on completion.

## **DELIVERY DAYS**

Delivery schedules will be set on a store by store basis to suit the store needs. These will be detailed for you in your login confirmation email.

## **INVOICING**

Tax Invoices will be supplied via email on Tuesday for the previous weeks product. Payment terms are 7 days.

Payment may be made by either:

- Lenard's direct debit
- Deposit to Lenard's Account



# CONTACT DETAILS

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**Lenard's**  
*Share the love*

**"We put *love* into  
every meal we make"**

*Lenard.*

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*Sales Manager*

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**lenards.com.au**