



PROTEIN BALLS GOING GLOBAL

Selling healthy snack foods into international markets? With help from the Industry Growth Centres Initiative, Sydney-based firm Luv Sum is now exporting its products to 22 countries.

Back in the late 1990s, Luv Sum's brand consisted of just one product line: a signature cinnamon swirl. Today, Luv Sum employs 22 people and provides a range of healthy protein and energy balls and bars. Packaged to stand out, the brand focuses on marrying good food with good health.

The products provide a healthier alternative to processed foods, and are packaged as a low calorie, high protein, nutritious snack that can be enjoyed on the go.

Seeing the value proposition of its product, Luv Sum's Rhett Hurvitz wanted to export overseas. As a business in one of Australia's six growth sectors, Rhett accessed the expertise and counsel of the Food and Agribusiness Growth Centre, Food Innovation Australia Ltd (FIAL).

With help from FIAL, Luv Sum has attended international trade shows, including HOFEX 2017 and GulFood 2017, and was able to showcase its products to some of the biggest players in Hong Kong, China, and the Middle East. Luv Sum has also entered the European market with guidance from FIAL.

Luv Sum snacks are now available in 22 countries, at more than 15,000 locations.

Luv Sum is just one of the many businesses across six sectors unlocking its success with Australia's Industry Growth Centres Initiative. If your business has unrealised potential, now could be your time.

LEARN MORE AT
Industry.gov.au/IndustryGrowthCentres

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LUV SUM

"FIAL has helped us to reach regions that were going to be a little more difficult for us to get into - this includes the Middle East and Asia. FIAL assisted us greatly with food shows and connections."

— Rhett Hurvitz, Owner, Luv Sum