

**BRAND
HUB**

THE UAE MARKET OPPORTUNITY





WHO

WE

ARE

Established in 2021, Brand Hub is an experienced Australian business collective brought together to create great brand.

The team serve as a catalyst for transformation, enabling brands to thrive in competitive markets and achieve sustainable success. With a keen eye on future trends and a commitment to sustainability, Brand Hub is shaping the future of branding, product development and retail partnerships.

Brand Hub is dedicated to creating and developing contemporary brands that resonate with stakeholders, and align with our commitment to sustainability and growth. Our focus on innovation, scalability, and leadership drives our team and shapes our brands. With an experienced and robust support system, we accelerate these brands toward expanding market share, deepening customer loyalty, and outstanding financial results.

Today, Brand Hub manages multiple gourmet retail brands, including [Destination Italy](#) and [Potato Utopia](#).

A LEADING BRAND PORTFOLIO



**NO. 1 BEST PERFORMING
GELATO BRAND IN AUSTRALIA**

by retail value sales &
retail value growth



**NO. 1 AUTHENTIC ITALIAN
PIZZA BRAND IN AUSTRALIA**

ranged in over 1,800
stores in Australia



**THE NO. 1 MOST FOLLOWED
POTATO BRAND**

in the world across
Instagram & Facebook

The logo for Destination Italy, featuring the words "DESTINATION" and "ITALY" in a bold, sans-serif font. Above the word "ITALY" are three small circles in green, white, and red, representing the Italian flag. The logo is set against a white circular background.

DESTINATION
ITALY

WHY DESTINATION ITALY?

AUTHENTIC ITALIAN FLAVOURS.

Imagine if you could have all of the meals that Italy have made famous, made with local Italian and European ingredients... Today? This is at the heart of Destination Italy, creating true Italian eating experiences. All our products are made in Italy. Our brand captures this authentic quality and brings it into your kitchen.

SOURCING QUALITY INGREDIENTS.

Italian food takes a few simple ingredients and uses the flavour created through growing techniques to maximise taste intensity and experience. Fresh local ingredients are key, that's why we source our products in Italy, naturally.

PRIORITISING SUSTAINABILITY.

Raw materials sourcing, manufacturing, packaging and distribution is all a feature in our process, with each element having its own unique sustainability focus. Partnering with our leading Italian Manufacturers, we have adopted shared action plans to ensure we remain on the leading edge of sustainability innovation.

WHY POTATO UTOPIA?

SUSTAINABLY MADE IN BELGIUM.

Potato Utopia's range is made in Belgium, the home of the potato (arguably) and certainly one of the foremost producers of potato-based products. What does this mean for us? World leading production & manufacturing processes using regenerative agriculture, renewable energy processes and leading recycling practices.

REIMAGINING POTATO DISHES.

We want to reimagine potato dishes, and share them with the world. It's our mandate to make food more exciting... and we're doing it with our humble friend, the potato. Potatoes are filled with antioxidants and are a great source of fibre, but beyond that, we want to create moments that bring people together.

REDUCING FOOD WASTE.

Passion should drive purpose. for us this is a big one. Food waste is a such an avoidable problem, with 33% of food produced not being used for human consumption. We're on a mission to reduce food waste, because it's important to our category and our community, and we're determined to continually improve.

ITALIAN GELATO

ARTISAN GELATO CRAFTED WITH LOCAL INGREDIENTS
IN A RANGE OF TRADITIONAL FLAVOURS.



ITALIAN GELATO

DESTINATION
ITALY

Artisan Gelato crafted with local ingredients in a range of traditional flavours.



SALTED CARAMEL

Each scoop is a journey into pure bliss, as the rich caramel undertones meld seamlessly with the subtle hint of sea salt, creating a sensation that's both luxurious and comforting.



PISTACHIO & VANILLA

Created with the finest ingredients, this luxurious treat is a symphony of creamy, velvety vanilla goodness interlaced with decadent swirls of rich, sweet and earthy pistachio.



CHOC HAZELNUT

A harmonious marriage of rich cocoa and subtle, creamy hazelnut, swirling together in a seductive symphony of flavour. Velvety smooth, this gelato offers a truly indulgent experience.



LEMON GELATO

Embark on a journey of citrus bliss with our newest creation. The tangy sweetness of fresh lemons is perfectly balanced with the creamy indulgence of gelato.

WOODFIRED PIZZAS

Long leavened,
woodfired pizza,
straight from the
heart of Italy.

DESTINATION
ITALY



WOODFIRED PIZZAS

Long leavened, woodfired pizza, straight from the heart of Italy. Our low-yeast recipe is left to rest for 24 hours before being topped with the finest ingredients.



MARGHERITA

Traditional woodfired pizza with locally farmed tomato sauce base, topped with mozzarella cheese and basil.



FIVE FORMAGGI

Woodfired pizza topped with a mix of mozzarella, asiago, parmigiano reggiano, pecorino romano and optional fig sauce.



MUSHROOM & TRUFFLE

Woodfired pizza topped with mushrooms, mozzarella cheese and truffled mushroom sauce.



POTATOES REIMAGINED



CRISPY & CRUNCHY FRIES

The quintessential addition to any meal, and arguably the most widely enjoyed side to any dish on the globe.



STEAKHOUSE FRIES

The perfect accompaniment to your favourite protein, whichever that might be. A slightly thicker cut shaped to be dipped in the sauce of your choice.



RUSTIC SKIN ON FRIES

A thicker cut chip seasoned with salt, herbs and spices, and its skin still on - just like the kind you'd find in your favourite pub. Full of flavour and texture.



SEASONED FRIES

Our seasoned fries are a medium cut chip seasoned with salt & paprika. Expect a flavour journey and the slightest hint of heat, with a crunch!

FLAVOURED FRIES

Punchy & full of flavour – a hearty accompaniment to any meal.



ROSEMARY & SEA SALT

We've combined crunchy exterior of our Rustic "Skin On" Fries with the soft, flavoursome interior of our Beer Batter Fries, and add a heap of natural flavour.



PARMESAN, GARLIC & BASIL

Cheesy, garlicky goodness with a hint of the earth thrown in for good luck. Not really date night stuff, but certainly tasty!



BEER BATTER

A thicker cut chip with a traditional Belgian beer batter, for a deep malty flavour and solid crunch with a soft and flavoursome exterior.

PREMIUM IN-BOX | CURRENT RANGE

Delicious, crispy potato goodness, necessary addition to your party food portfolio.



FOUR CHEESE POTATO GRATINS

Imagine the best of your Mum's potato bake - the crispy, gooey, cheesy bits. Layers of delicious potato, cream and four decadent cheeses.



CHEDDAR POTATO CRUNCHIES

Delicious, crunchy bites of potato goodness, with a deluxe dose of cheddar cheese. We did heaps of work on the crispiness, so it doesn't become a hot mess.

THE UAE MARKET OPPORTUNITY

The UAE market offers significant potential for Brand Hub's Destination Italy and Potato Utopia brands. The ready meals sector is witnessing dynamic year-on-year growth, driven by UAE consumers' busy urban lifestyles and a consumption shift toward convenience and premium indulgence.

With retail value sales of ready meals surpassing US\$30 million and expected to grow at an annual rate of 5.30% until 2028, the UAE presents a promising opportunity for Destination Italy's authentic Italian pizzas, which stand out for their high-quality ingredients and traditional recipes and Potato Utopia's multi-award winning potato products.

The demand for price competitive, premium food options is also fuelling growth in the UAE's take-home ice cream market. This sector, relevant for Destination Italy's gelato, is forecasted to grow at a CAGR of 7.00% over 2024 - 2028, surpassing US\$65 million by 2028.

The UAE's growing demand for convenient, high-quality food products presents a great opportunity for Destination Italy and Potato Utopia to leverage their unique offerings and capture significant market share through strategic positioning and targeted marketing efforts.

READY MEALS IN THE UAE
FORECAST COMPOUND
ANNUAL GROWTH (2024 - 2028)

5.30%

READY MEALS IN THE UAE'S
RETAIL MARKET SIZE (2023)

US\$30.0 M

TAKE HOME ICE CREAM IN THE UAE
FORECAST COMPOUND ANNUAL
GROWTH (2024 - 2028)

7.00%

TAKE HOME ICE CREAM IN
THE UAE'S RETAIL MARKET
SIZE (2023)

US\$46.0 M

BRAND ACTIVATION

Dedicated promotional support.

We take a digital first content strategy, creating an indulgent, experiential and modern brand image:

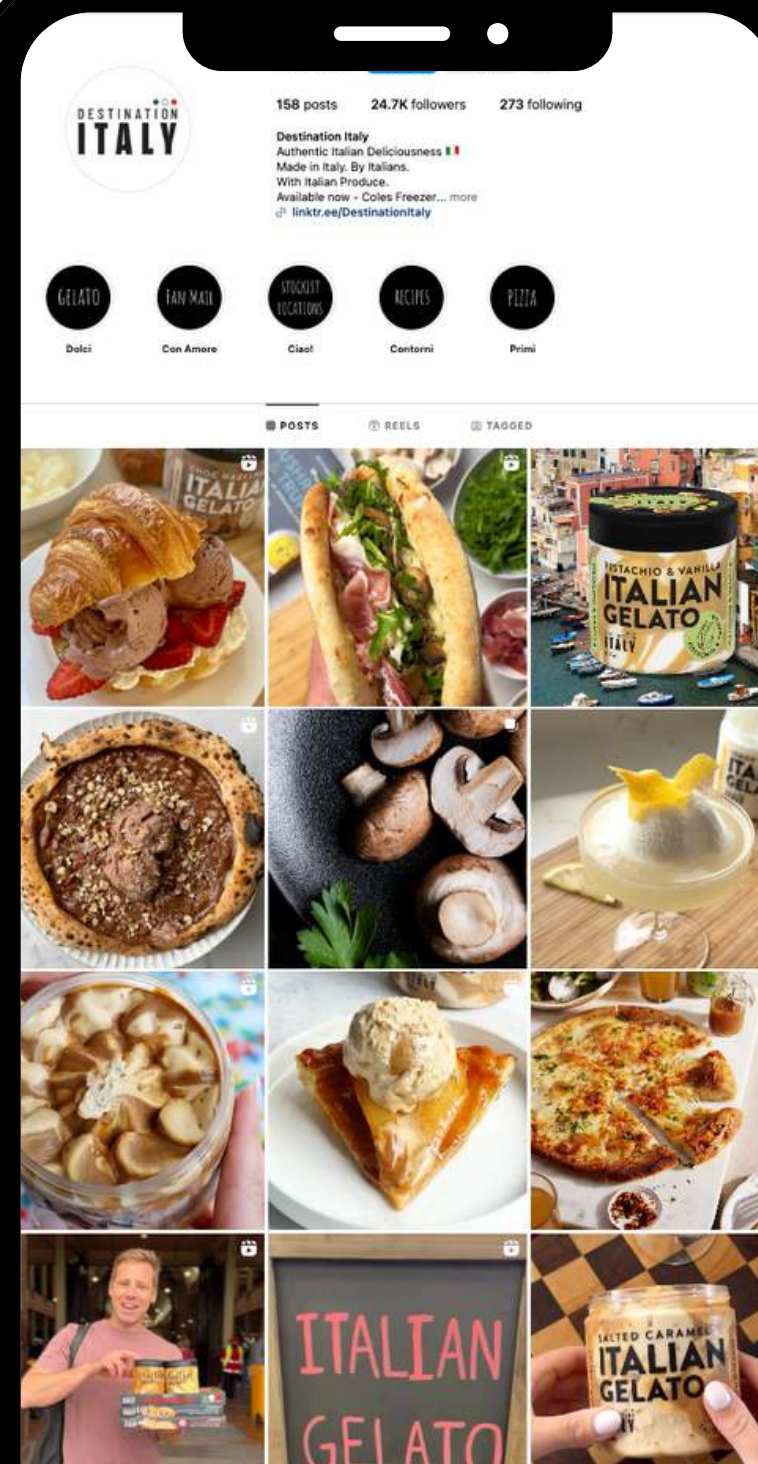
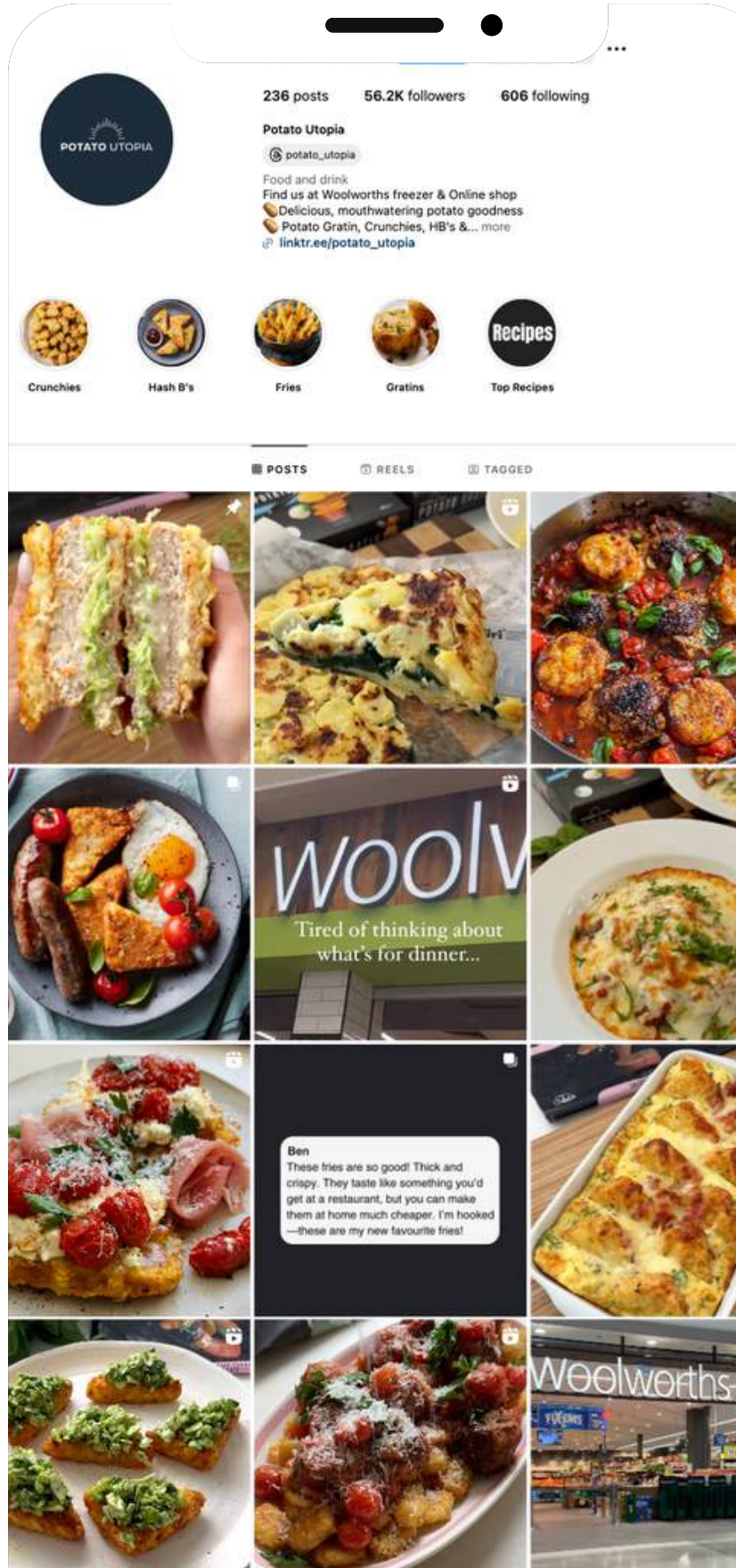
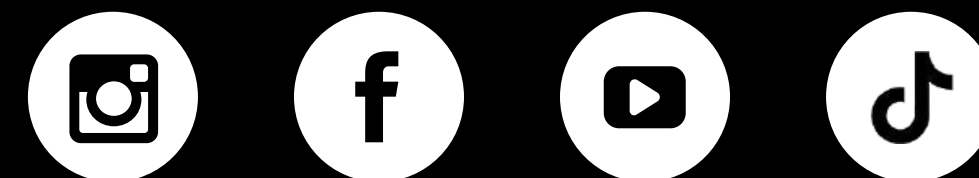
Indulgent: Mouth-watering pizza, potato and gelato creations

Experiential: Chefs and food influencers showcasing our products

Modern: Contemporary, creative and different

To create brand awareness, we've built a strong online presence on Instagram, with over 56,000 followers on [@potato_utopia](#) and over 24,500 on [@dest.italy](#), as well as Facebook, TikTok and YouTube.

And to support customer conversion, we provide retailers with online promotional support, catalogues, in-store decals and more.



QUALITY PROMISE

An experienced business collective.

The Brand Hub team is composed of seasoned professionals with deep expertise in commercial management, marketing, supply chain logistics, and regulatory compliance. We bring a wealth of experience and a track record of success, ensuring that every aspect of our operations exceeds industry standards.

Our integrated approach enables us to navigate complex markets and deliver exceptional results, making us a trusted partner in building brands and driving business forward.

Our products are currently stocked in leading Australian supermarkets, including Woolworths and Coles, and will soon be distributed in Malaysia, Hong Kong, the Philippines, and the United States.



CONTACT US

BRAND
HUB

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