

Australian Lamb is For Lovers!

Raised on grass, Australian lamb has no artificial additives and its versatility and freshness makes it perfect for any meal . Because it's younger than lamb from other origins sold in the U.S. Australian Lamb has a milder flavor.

Challenge: Making Australian lamb the superior choice of chefs and home cooks **without** being allowed to compare the nutritional value, versatility, freshness and flavor profiles to lamb of other origin.

Creative Solution: Adding wit and humor to our Australian lamb campaign. To differentiate it from all other red meat choices we developed fun, surprising and disruptive tactics, as demonstrated in the “Lamb is for Lovers” campaign.



Fresh, Easy and Delicious.

