



THE WORLD'S FIRST GLOBAL
FUSION DUMPLING BRAND

DRUMPLINGS INVITES YOU TO SHARE IN THE VISION OF THE BRAND



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COMPANY PROFILE

Company	Drumplings PK Wholesale Pty Ltd
Founder	Deon St.Mor
Production Kitchen	2 Wentworth Court Thomastown 3074
Office	3 / 220 Bourke Street Melbourne 3000
Phone	+61 411 86 86 24
Email	deon@drumplings.com
Australian Business No.	41 638 462 227
Staffing Numbers	18

THE HISTORIC TIMELINE

The **Drumplings** narrative originated as a concept of a fusion of new flavours, then moved to a proof of concept/incubator/empirical case study, which was the **Drumplings** restaurant, and has now evolved into the wholesale market and multi channel revenue streams from supermarkets and planned micro stores.

The restaurant proved to be a highly successful testing ground for our customers tastes. We are currently building **Drumplings** into a national and international brand and franchise model.

Drumplings was founded by a team of professionals who have a consistent and proven track record of building highly recognisable brands of the highest quality products.

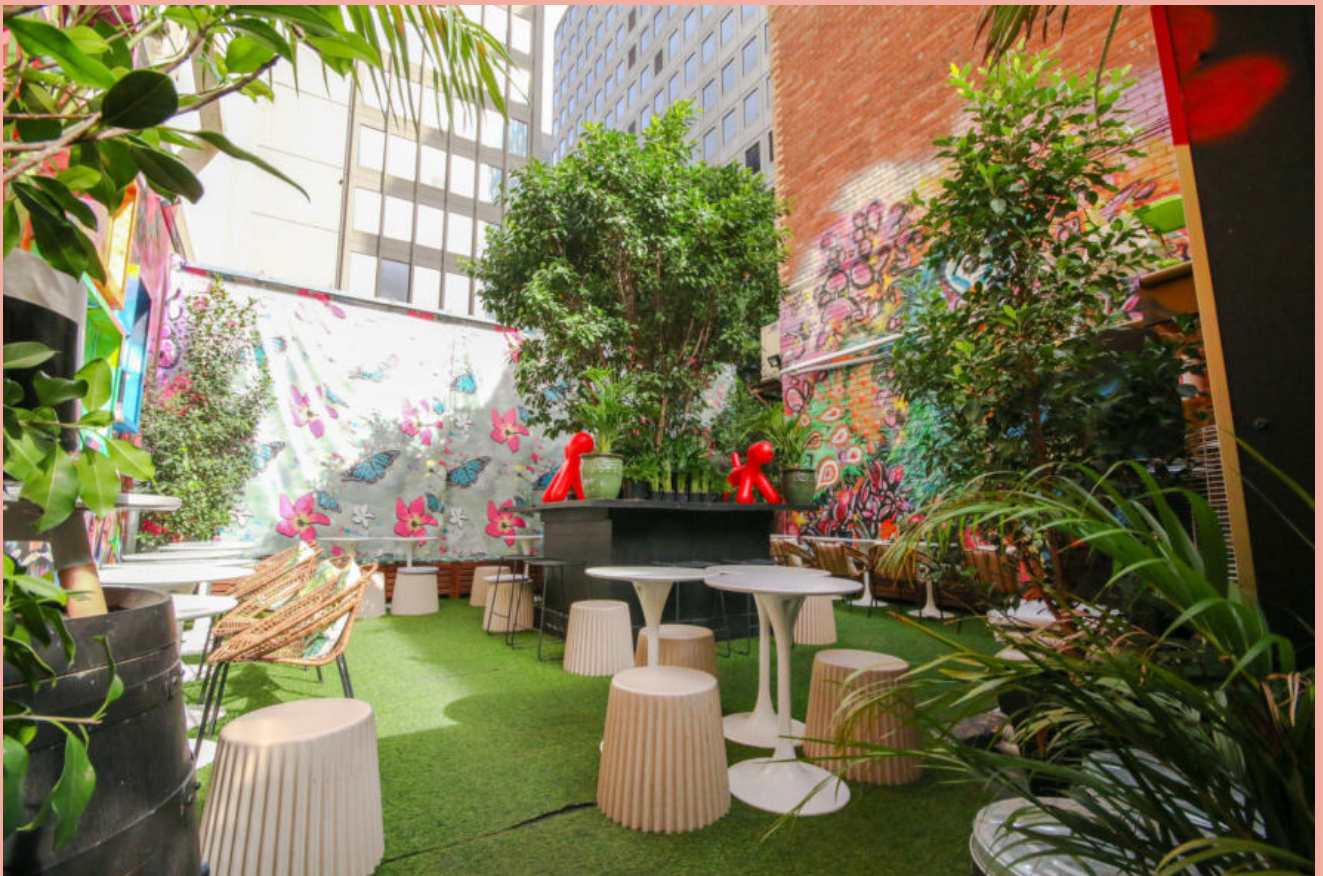


THE FLAGSHIP RESTAURANT









PROVING THE CONCEPT

Part of the broader picture was opening the restaurant in March 2018 as a starting point of Proving the Concept. It was specifically built as a testing ground & ultimately a high-impact working restaurant model. This allowed us to capture consumer reactions & perceptions of the brand.

It was an overnight success. Sales during the 24 Month period was in excess of \$3.2 million, selling over 8 million dumplings to an audience of over 1 million customers with a Gross Profit Margin of nearly 70%. The restaurant was closed as a result of COVID and the heavy decline of Melbourne CBD.

Demand continued during & after COVID and was selling on-line, showing the popularity of Drumplings and a rethink for the future.

A new entity was established, with a Production Kitchen built, selling on-line and supermarkets placement. The new Micro-Model stores will enable great penetration throughout each state and better leverage than a fully modeled restaurant. Finally the opportunity of franchising.

LOCKDOWN ONLINE SALES

Drumplings activity during the Covid-19 lockdown 2020 was to move to a wholesale only model and then established the Thomastown Production Kitchen. This is where 30,000 dumplings can be produced up to a maximum of 100,000 dumplings per day. In view of the lockdown laws not permitting distribution greater than a fifteen kilometre (15 km) radius, wholesale sales averaged \$11,000 per month until February 2021. This was, on average, sales of approximately 30,000 dumplings per month.

SUPERMARKETS

Supermarket penetration is the a key to growing sales & brand awareness.

Drumplings currently supplies Foodworks and Farmer Jack's in Western Australia and has started supplying Woolworths Metro stores in the Melbourne CBD, and is in advanced discussion to supply Woolworths, firstly in Victoria, then nationally. Demand from the Metro stores in particular is growing significantly.



ONLINE SALES

Drumplings also sells its products through iPantry and demand is growing significantly. In a recent development, iPantry issued a special to their online customer base, which resulted in 671 retail Drumplings packages being sold online. With twelve Drumplings in each retail package, this accounted for 8,052 dumplings being sold between 7.00 a.m. and 7.00 p.m. on Wednesday March 17, a 6000% increase in sales in a day.

MICRO-MODEL STORES

Drumplings is currently scoping and in advanced discussions with Chadstone Shopping Centre, QVM, Melbourne Central and The Glen in Glen Waverley and is in the process of identifying sites to establish three micro stores.

COLLABORATIONS (PLANT BASED RANGE)

Finalised stages & product development to produce and distribute a range of plant based Fable Drumplings for national and international distribution.

FEDERAL GOVERNMENT R&D GRANT

Drumplings has received approval for a Federal Government R&D grant for \$50,000 for a new Gluten Free Range.

ABOUT US



Drumplings is the vision of Founder **Deon St.Mor**, a creative powerhouse that has spent his life forging sensory experiences that heighten the senses. From beauty brand MOR Cosmetics to Glamping Hotel St. Jerome's, Deon brings the experience gathered throughout his prolific career to take his customer on another sensory journey like no other – this time, one of taste.

As a continuation of his personal brand expression, St.Mor wanted to push the boundaries in the creative sphere by infusing global flavours into beautifully hand-wrapped packages – the dumpling skin. With **Drumplings**, St.Mor desires to offer a new taste experience by connecting people to flavours from all over the world through a delicate, mouth-watering dumpling.

CLICK THE LINK BELOW TO LEARN MORE ABOUT THE FOUNDER

[DEON ST.MOR](#)

SEE OUR REMODEL & PIVOT VIDEO

CLICK THE YOUTUBE LINK BELOW -

[DRUMPLINGS REMODEL VIDEO](#)



THE KEY PERSONNEL





Jeremy Raven
Operations Director

Jeremy is a culinary expert who has extensively researched the global footprint by travelling to over 40 countries, from previously owning a successful catering company, and has worked on four different continents. Passionate about the traditions of every food culture, Jeremy infuses that passion into dumplings, a global superstar in the cultural food landscape. As Jeremy once wrote: "I developed my food philosophy by drawing upon very simple and true values, with the unique aim of striving to use locally grown and produced foods wherever possible and to offer the best quality cuisine. To deliver a philosophy, is to understand nature's parameters and be accountable for your choice."

He is a commercially discerning and innovative operational leader with demonstrated success in the hospitality and food and beverage retail industries, attaining a comprehensive senior management skill set in multi site hospitality / retail operations, F&B product development and consulting across a vast global food and beverage landscape. His passion and desire to create positive change in the F&B industry has led him to globally researching current food trends and business acumen. Working alongside world-famous hospitality leaders, understanding and thriving in diverse operational structures and techniques and having a proactive approach to international cultural adaptation and sustainable awareness, Jeremy provide clients and hospitality specialists with strategic analysis, delivered with concise reporting and viable outcome initiatives to maximise business objectives and success. Jeremy specialises in menu and product development, business plans and strategy, analysis and business document reporting, positioning statements, HR, operational audits, visual merchandising, brand communication, POS, flow design, team training platforms and appraisals, concept development, procurement, food safety and compliance, HACCP and market / competitor research.



Simon Lee
Facilities & Analytical Director

Simon has had a lifetime involvement in hospitality, starting at the Burswood Resort Casino (now known as Crown Casino) as a Food & Beverage Operations Analyst, and later, a Food & Beverage Controller for Star Cruises. Simon brings with him years of experiences, from large-scale commercial cookery to intimate silver service fine dining and first-hand experience as an orchard farmer in New South Wales. He also has a Masters of Information Systems and has worked in the IT industry for a number of years in project management, but ultimately was drawn back into hospitality. Simon was the founder of the Blue Duck Café in Sydney and Masak Ku in Melbourne and was featured in Maeve O'Meara's SBS Television Food Safari series. His passion and undeniable love for food has led him to being a core and valued team member of **Drumplings**.



Alex Aleksic
Chief Financial Officer

Alex Aleksic, founder of Rightsize Advisory, has more than 20 years' experience in commercial, operational and financial roles within multinationals, ASX Top 50 organisations, private equity and high net worth ownership structures. He is the Chief Financial Officer at ASX listed Lark Distilling Co Ltd. He was Chief Financial Officer at Accent Group, which owns a variety of brands including Platypus, HYPE DC, Skechers & Vans and Shaver Shop. Alex has also held numerous senior multi discipline roles within Goodyear Dunlop (Beaurepaires), Telstra, Coles and Kodak Australasia. Holder of a Bachelor of Business (Accountancy) and Masters in Business Administration (MBA) from RMIT University, he is also a Certified Practising Accountant (CPA Australia). Alex is driven to make rapid positive change while minimising disruption to business continuity.



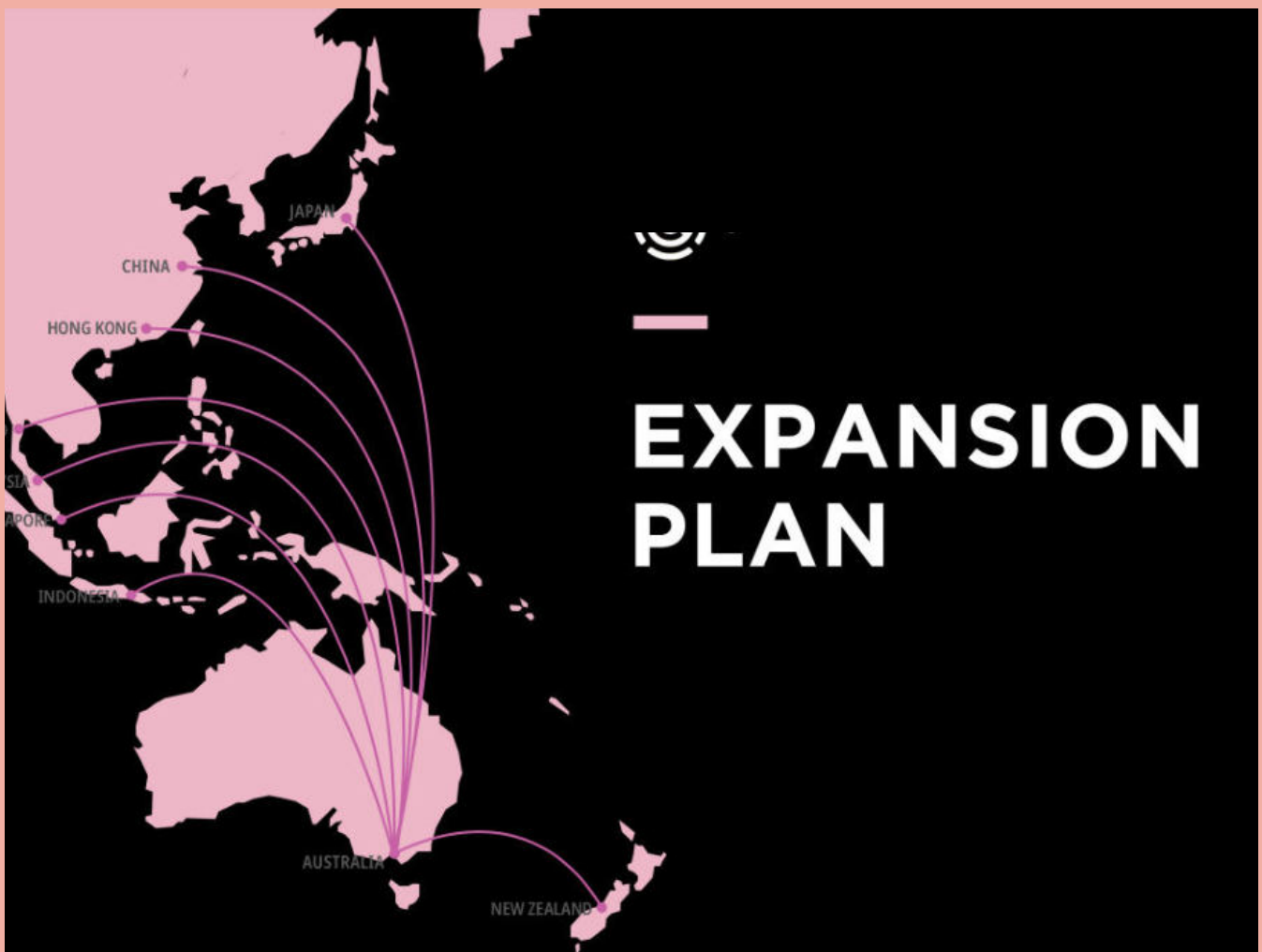
Stephenie Yeoh
Social Media and Marketing Director

Stephenie is a budding artist who is born and raised in Kuala Lumpur, Malaysia. With a background in media and marketing, Stephenie has successfully built a strong online presence for a range of different companies, with Dumplings being one of the most successful brands. Marketing Manager and lead Content Creator that covers all areas of Digital Marketing - Executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns. Designs, builds, and maintains our social media presence. Measures and reports the performance of all digital marketing campaigns and assesses against goals (ROI and KPIs). Identifies trends and insights and optimises spend and performance based on the insights. Brainstorms new and creative growth strategies through digital marketing. Plans, executes, and measures experiments and conversion tests. Collaborates with internal teams to create landing pages and optimise user experience. Utilises strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. Identifies critical conversion points and drop off points and optimises user funnels. Collaborates with agencies and other vendor partners. Evaluates emerging technologies. Provides thought leadership and perspective for adoption where appropriate.

DRUMPLINGS IS A GLOBAL, SCALEABLE, REPEATABLE MODEL

The Drumplings wholesale model is a low-cost, high-return global, scalable and repeatable model, predicated on "innovation, integration, scalability," using the finest ingredients with a unique combination of flavours.

Drumplings is **original** and **super tasty**. If you think McDonald's is the most ubiquitous restaurant experience in America, consider that there are more Chinese restaurants in America than McDonald's, Burger King, and Wendy's combined.



THE MICRO-MODEL

In keeping with **Drumplings'** philosophy of a **global, scalable, repeatable model**, the **Drumplings** team are developing new and innovative flavours. Our belief in taste innovation has been reflected by empirical evidence from our customers' buying habits and opens up a world of international flavours to explore, cultivate and create.

Think Peking Duck dumplings, Paela dumplings, Chicken Tikka Masala dumplings, Spicy Vegetarian dumplings, Vegan dumplings, Macrobiotic dumplings. We are creating flavours that appeal to the widest possible audience and addressing as many dietary requirements as possible.

Drumplings is also in the process of collaborating with prominent Australian and international chefs and food growers to discover and create new, healthy, sustainable ingredients and foods to include in our range.



Cheesburger Dumplings

12 PIECES

MADE IN AUSTRALIA

COOKING SUGGESTION

COOKING INSTRUCTIONS

NUTRITION INFORMATION

BEST BEFORE

INGREDIENTS

ALLERGEN INFORMATION

COOKING SUGGESTION

MADE IN AUSTRALIA



21



TOP: PEPPERONI PIZZA DUMPLINGS
BOTTOM: CHICKEN SATAY DUMPLINGS



TOP: BUTTER CHICKEN DUMPLINGS
BOTTOM: TRUFFLE MUSHROOM DUMPLINGS



TOP: BOURBON BBQ PORK DUMPLINGS
BOTTOM: BEEF RENDANG DUMPLINGS



TOP: CHICKEN LAKSA DUMPLINGS
BOTTOM: NUTELLA DUMPLINGS

THE CO-BRANDED COLLECTION

DRUMPLINGS

X

FABLE



PLANT-BASED DUMPLING RANGE

CHEESEBURGER
SATAY
MUSSAMAN CURRY
SWEET STICKY BBQ





THE BRANDED MERCHANDISE & GIVEAWAYS





THE SOCIAL MEDIA, MARKETING AND OUR AUDIENCE

The **Drumplings** audience is younger, curious, adventurous, fun loving and constantly seeking new and exciting food experiences.

Social media and Digital marketing is THE key to exponentially boosting sales.

Drumplings' strategy is simple and clean.

As Drumplings launches into new Groups and supermarkets, we build out ads that target that specific suburb to our target audience.

Drumplings' digital marketing operates like a high tech company, and every part of our digital strategy from the website to FB to Instagram tracks, collects and analyses customers buying habits providing valuable feedback.

From here, we build like for like ADS on Facebook, Instagram & Tick-Tock in each Suburb, State, City.

This strategy was employed while the restaurant was open and resulted in three million Drumplings being sold between January 2018 to January 2020 from one restaurant.



drumplings
Drumplings



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Liked by **viviennekent** and **101 others**

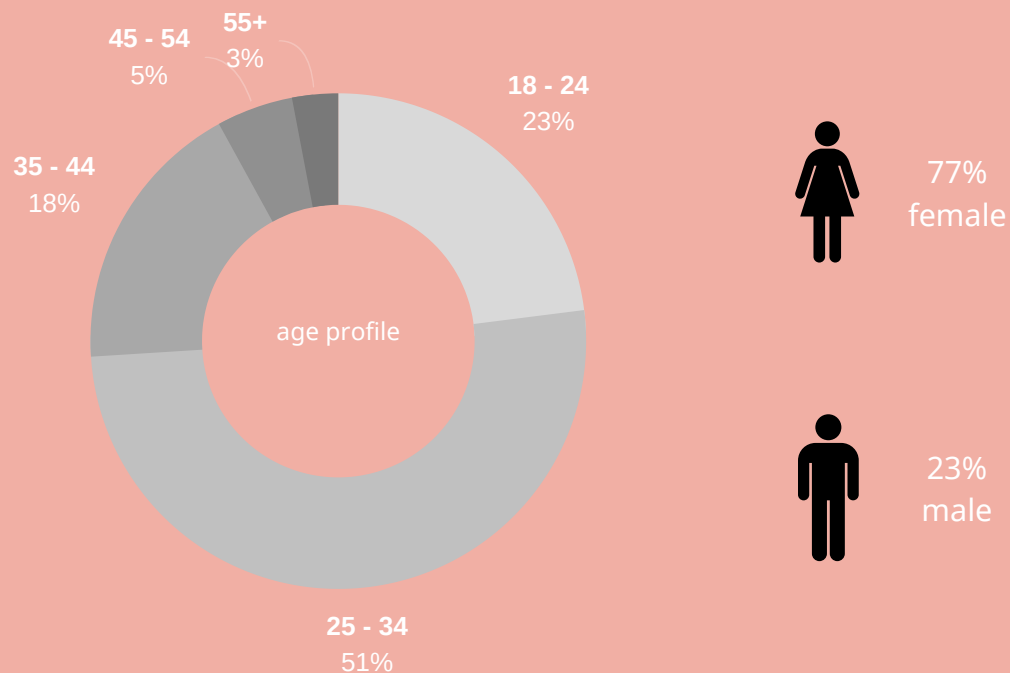
drumplings [#FeatureWeekend](#) 📸 [@maya_liviero](#)

How are you spending your weekend? We think a visit to Drumplings is a good idea, don't you think? 😊 ... more

[View all 7 comments](#)

21 December 2019

Social media marketing undertaken by the **Drumplings'** team has yielded significant results, initially enabling the original **Drumplings'** restaurant revenue to grow from a zero base in mid 2018 to \$1.8m in the 2019 FY.



Current marketing campaigns in place include:

- Collaborating with food journalists, social media influencers and food bloggers by sending them products for independent review and critical feedback.
- Collaborating with similar brands (Luv-a-Duck / Fable) for special promotions.
- Targeted social media advertisements, specifically Facebook and Instagram, that has brought significant awareness and boosted our product sales.
- Working with a PR firm to distribute media kits and releases to announce the **Drumplings** product launches on credible sites such as Time Out, Broadsheet and The Urban List.
- Capturing opportunities to appear in events such as the VRC (Victorian Racing Club) and Night Noodle Markets that have been particularly successful in the past.

DATA ANALYTICS

The use of real time data analytics by the Drumpling team enabled sales to be maintained during the Covid lockdown with sales of over \$200,000 within the fifteen kilometre radius.

Drumpligns highly specific online advertisements, it's 14,000+ Instagram followers and highly scalable data analytics model has the capacity to provide a highly accurate feedback loop of customers preferences.

This data analytics is currently being used to identify taste preferences of Drumpling customers.

The marketing strategy employed is key to the success of the continual rollout & sales.

WEBSITE TRAFFIC

WEBSITE
per month

12,190

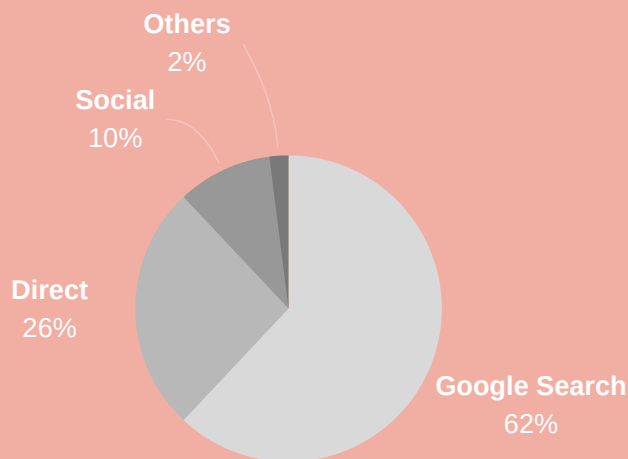
unique
visitors

9,547

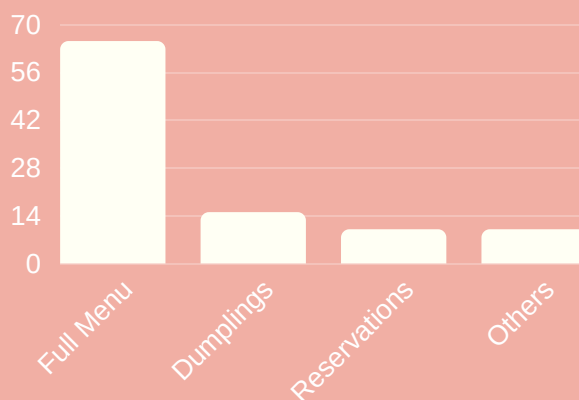
visits

19,445

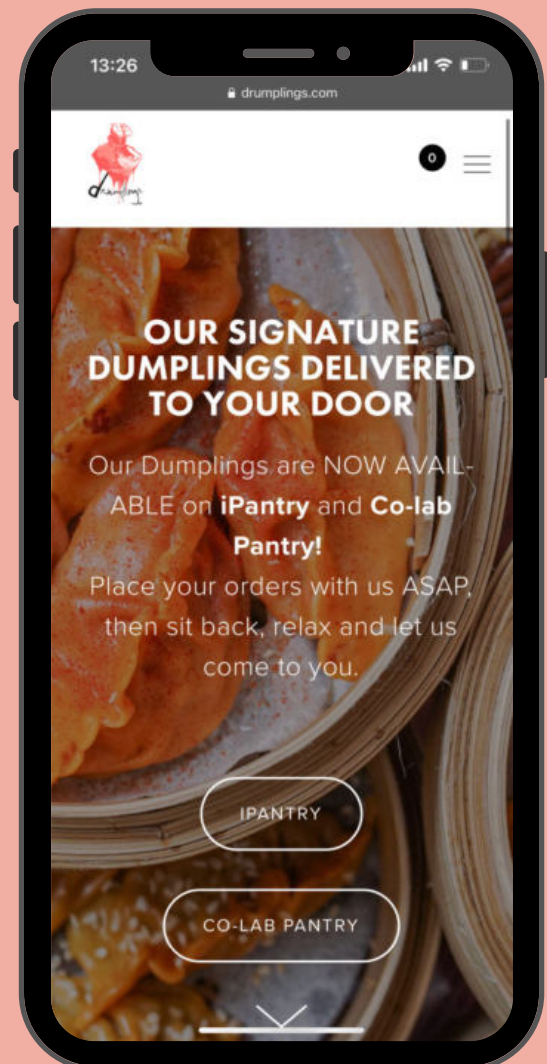
page
views



traffic sources



most popular
content



INSTAGRAM & GOOGLE TRAFFIC

Since launch, **Drumplings** has established a prominent presence online, primarily Instagram, Google and our official website.

Online data is tracked and measured by many vehicles, including reach, likes, comments, purchases.

Drumplings has over 200 social media “influencers” Australia wide who play a critical role in increasing brand awareness and sales.

Drumplings will be engaging with these influencers to boost online and supermarket sales with results being measurable immediately.

INSTAGRAM

2,400

profile visits
per week

118,068

impressions
per week

29,584

accounts reached
per week

137

customer stories
per week

GOOGLE

per month

110,486

total searches

162,125

customer views

141,237

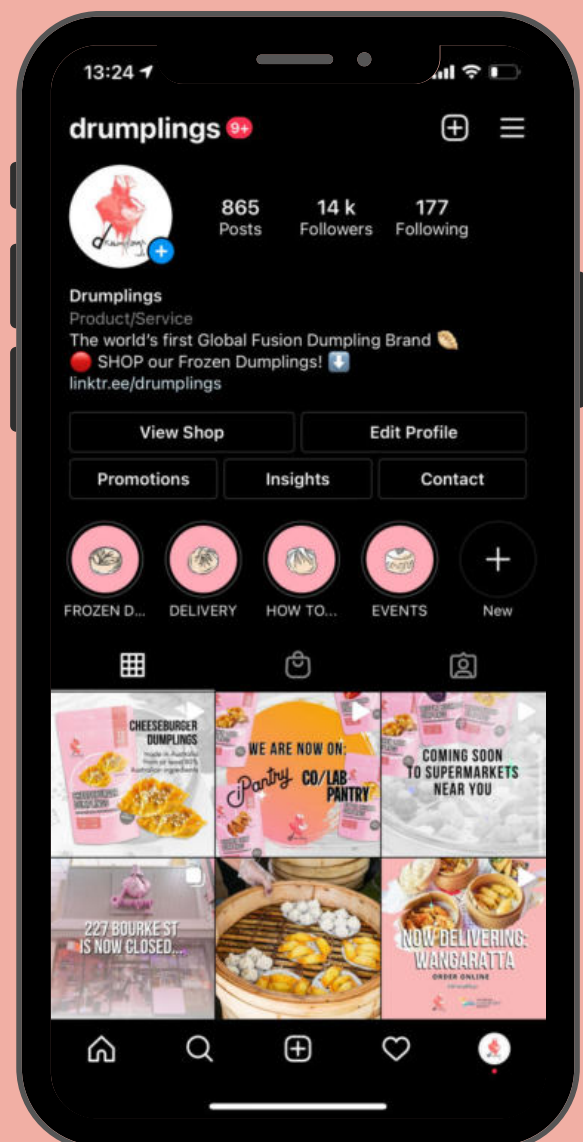
photo views

2,089

directions

4,067

customer actions





drumplings
Drumplings



drumplings



how you eat nutella



how we eat nutella

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Liked by **viviennekent** and **2,750 others**

drumplings We heard you love nutella, but don't we all 🤪 Ever thought of enjoying this sinful treat in a dumpling? Oh yes, our [#NutellaDumplings](#) are a popular dessert option you don't... [more](#)

[View all 55 comments](#)

chiaradickins [@d.mutton_](#) NUTELLA DUMPLINGS

ameliastoryy [@tori_collett_](#)



26 April 2019



drumplings
Drumplings



start of the
decade



cheeseburger

end of the
decade



cheeseburger
dumpling



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Liked by **viviennekent** and **2,325 others**

drumplings Don't let the naysayers get to you, anything is possible as long as you put your mind to it! 🤔

THE COLLABORATIONS



HARVEST SNAPS (CALBEE JAPAN) X DRUMLINGS COLLABORATION



HARVEST SNAPS (CALBEE JAPAN) X DRUPLINGS COLLABORATION



**THE OFFICIAL LINE UP
HAS DROPPED!**

A stylized map of Melbourne, Australia, with yellow pins marking the locations of participating venues. The pins are labeled with the following Instagram handles and names:

- @THEARTOFFRIEDCHICKEN
- @ST.BURCS CAROLINE SPRINGS
- @FOMO_WINE_BAR
- @ST.BURCS CHADSTONE
- @MUKKA.FITZROY
- @DRUPLINGS
- @INDOMIEAU
- @BISTROMORGAN

Indomie **TAKES OVER**
MELBOURNE 8-10 FEB

*Here's what the venues
have to say about what
they've been up to...*

THE ACTIVATIONS



DRUMPLINGS AT THE MELBOURNE CUP RACE WEEK
VICTORIA RACING CLUB 2019 (VRC)



DRUPLINGS AT THE MELBOURNE CUP RACE WEEK
VICTORIA RACING CLUB 2018 (VRC)



DRUMPLINGS AT THE MELBOURNE CUP RACE WEEK
VICTORIA RACING CLUB (VRC)



DRUMPLINGS AT NIGHT NOODLE MARKETS (2019)



drumplings
Drumplings



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Liked by **viviennekent** and **47 others**

drumplings ONLY 4 DAYS TO GO 🏁

We are proud to be involved with the **#AusGP 2020**!

We will be serving up 5 of our signature dumplings on site... [more](#)



AUSTRALIAN GRAND PRIX (2020)

THE REVIEWS

The Urban List Melbourne

"The city needs new venues like this one. People that are willing to push the dumpling envelope. Head in here before the hype really hits. We've got a feeling this place is going to be big..."

"The new additions were chosen with us (I mean, their customers) in mind and the flavours they believed would spark fond memories and a sense of nostalgia. And they've hit the nail on the head."
— Gracyn McEwan

"At the end of the day, you can't call yourself a dumpling fan if you haven't given Drumplings a crack."
— James Shackell

Gram Magazine

"Their couplings are almost inter-species, but genius."
— Matt Mitchell

The Northsider

"It's tongue in cheek molecular gastronomy – the sort of street-level experimentalism of Heston Blumenthal or Australia's own Ben Shewry. But it works. The dumplings are juicy and surprisingly accurate to their promise."

Fox FM

"It tastes *exactly* like a cheeseburger."
— Blake Francis

We Know This Place

"I'm not kidding, it's a party inside your mouth."
— Pallavi Daniel

The City Lane

"Drumplings is a dining experience worth a visit, as the high energy atmosphere, friendly staff, offer for student discounts and delicious food is sure to make your interaction with classic and new style dumplings a memorable one."
— Celeste

FOOD & DRINK

Drumplings Is Melbourne's Most Unconventional Dumpling Diner

A menu of classics is rounded out with creative dumplings like cheeseburger, beef rendang and chicken laksa



AUSTRALIA / FOOD / MELBOURNE
Drumplings, Melbourne CBD

Celeste / 15 July, 2018 /

DRUMPLINGS FEATURED IN *CONCRETE PLAYGROUND* AND *THE CITY LANE*

RESTAURANTS

The Verdict | Drumplings

By James Shackell

11th Jul 2018



MELBOURNE ▾ EN ▾

TimeOut

Things to Do

Food & Drink

Culture

Travel

Time In

Love Local

A dumpling bottomless brunch has arrived in Melbourne

By [Nicola Dowse](#) Posted: Wednesday 3 July 2019, 12:34 pm


Melburnians are suckers for brunch, just as they are suckers for dumplings. And dumpling joint [Drumplings](#) has announced it's now serving a breakfast menu, so you can shovel little food parcels into your gob for lunch, dinner and breakfast.

Don't be fooled into thinking this is the same as yum cha – the new brekky menu draws inspiration from classic brunch dishes. Pre-noon guests can now try bacon and egg dumplings as well as shakshouka dumplings (which contains the unorthodox addition of sopressa salami). If for some reason you didn't come to Drumplings for dumplings you can also order chai-infused porridge, French toast bao and bacon and cheese roti.

While the breakfast menu is available every day, on weekends you can turn it into a real brunch with bottomless Bloody Marys, Mimosas, house beer and cider.

[Discover Melbourne's best dumplings.](#)