

# FOOD BUSINESS

ISSN 2836-1989

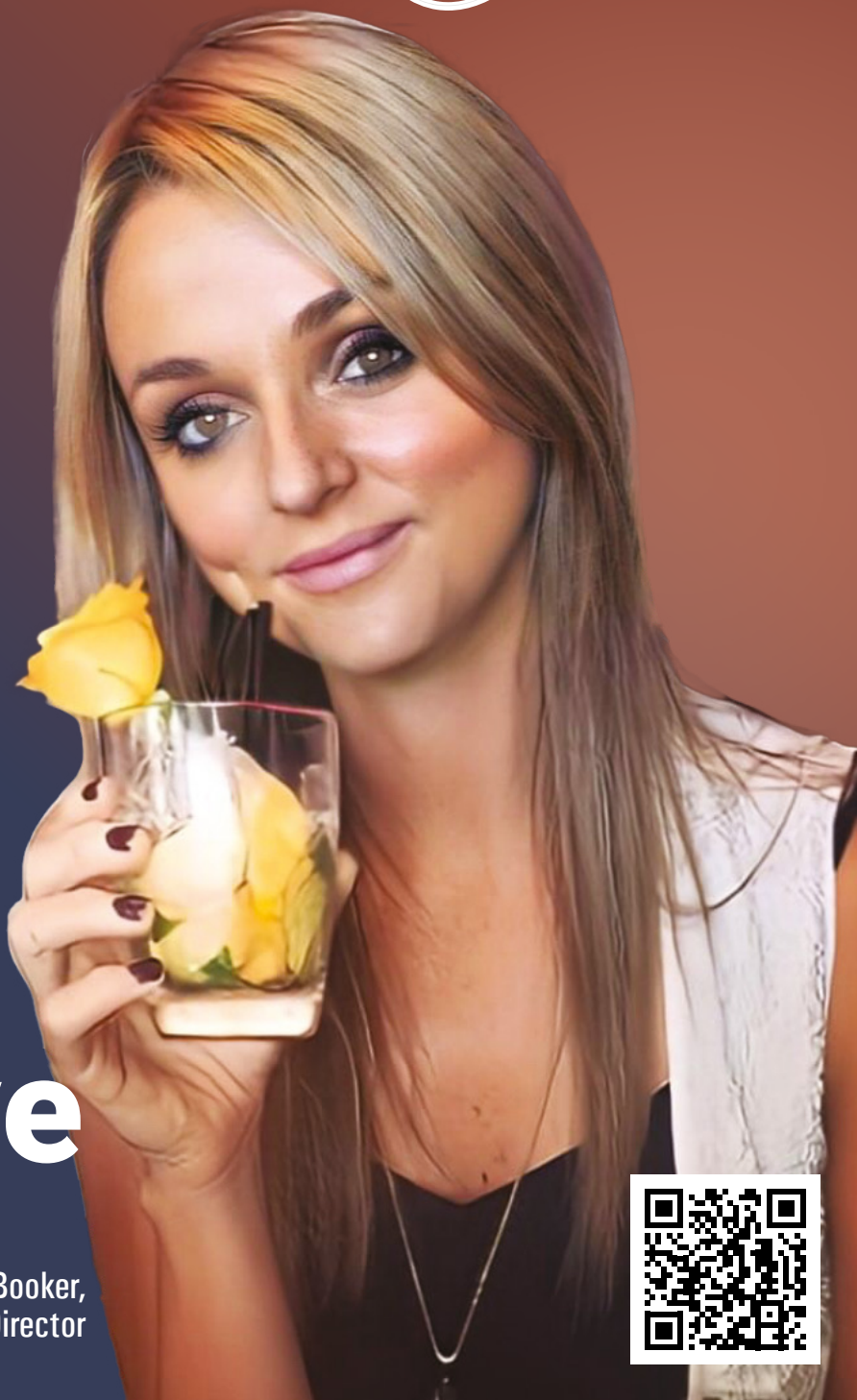
[www.foodbusinessreview.com](http://www.foodbusinessreview.com)

*Review*

YOUR IDEAL  
PARTNER FOR  
CULINARY  
INNOVATION  
AND MARKET  
SUCCESS

**Imagine  
Collective**

Kristie Booker,  
Founder and Fast-Moving Consumer Goods Director



# Imagine Collective

## YOUR IDEAL PARTNER FOR CULINARY INNOVATION AND MARKET SUCCESS

**I**magine all the people, sharing all the world, You may say I'm a dreamer, but I'm not the only one..."

The timeless notes of John Lennon's classic are more than a melody for Kristie Booker's ears. For the visionary founder of Imagine Collective, a food and beverage (F&B) brokerage and consulting agency, they are a cherished memory of her father's belief in a world without barriers—a world where people build powerful bridges between hearts and fulfill their shared purpose.

Imagine Collective is a living extension of that spirit. It is a reflection of her vision to bring people together through the universal language of food.

More than an F&B brokerage, Imagine Collective is a matchmaker at its core, artfully connecting F&B manufacturers and suppliers with retailers, wholesalers and food service operators. The agency offers a comprehensive, concept-to-consumption service experience that includes brokerage, consulting, wholesale sourcing and new product development. This matchmaking is where the magic happens. Meaningful partnerships are forged and products are transformed into shared experiences.

"Just as a sommelier instinctively selects the perfect wine to enhance a dish, we connect our clients with the ideal food partners and brands to help them elevate the entire culinary experience," Booker explains.

Her words capture the essence of what Imagine Collective does—uplifting every business transaction and interaction in the food supply chain into something greater.

### The Power of Personalization

People are drawn to brands that tell an authentic story, yet many companies find it challenging to even articulate what makes them special. This is where Imagine Collective shines. The boutique agency specializes in brand representation, digging deep into the core of each brand to uncover its true essence and craft a narrative that resonates in the marketplace.

Imagine a brand preparing to launch a new line of cookies. Imagine Collective takes the time to really understand the brand's vision. It doesn't just consider where the cookies might sell but delves into where they will resonate the most. Whether it's the chic cafés frequented by trendsetters, schools where parents are mindful of healthier snack options or care homes where a simple, familiar treat can bring comfort and joy, Imagine Collective ensures the cookies don't occupy space on store shelves, but they find their way into the hands of those who will genuinely savor them.

"Speed isn't our priority—people are," Booker says, "But we know how to move quickly without sacrificing quality."

The goal is to build a strong and enduring brand identity by ensuring the narrative behind the product is aligned in every aspect, right down to the smallest details, like design and functional packaging. By managing every element with care, Imagine Collective makes sure the brand's story is not only told but experienced by the customer, enhancing the brand's presence.

Channel management also isn't a one-time task; it's an ongoing conversation. The team stays in close



JUST AS A SOMMELIER INSTINCTIVELY SELECTS THE PERFECT WINE TO ENHANCE A DISH, WE CONNECT OUR CLIENTS WITH THE IDEAL FOOD PARTNERS AND BRANDS TO HELP THEM ELEVATE THE ENTIRE CULINARY EXPERIENCE

contact with clients, providing regular updates and insights to assure everyone remains aligned and responsive to market changes.

This level of commitment means when Imagine Collective partners with a brand—it's more than a business deal, it's a relationship. Together, they continuously refine strategies to keep progressing.

### What's Work Without Fun?

The team at Imagine Collective constantly thinks outside the box and finds opportunities to collaborate with brands and create unique experiences.

In Australia, it has created culinary workshops like interactive chef tables with

Kristie Booker,  
Founder and Fast-Moving Consumer Goods Director





# SOURCING & NEW PRODUCT DEVELOPMENT

with **Imagine Collective**

**We connect you with Australia's best flavour innovators and creators**

07 3394 8233 | [partner@imaginecollective.net](mailto:partner@imaginecollective.net)

[www.imaginecollective.net](http://www.imaginecollective.net)



the help of one of the brands, and introduced hospitality groups to innovative products and engaging activities, such as dumpling-making races. Instead of merely breaking bread together, participants enjoy an Aussie-Asian infusion of sauces, learn about various applications within the F&B markets and sample other brands that could be perfectly paired at the group’s venues.

For international brands, breaking into the Australian market presents a unique set of challenges. It’s not just about gaining entry, but truly connecting with local consumers. This requires a deep understanding of cultural nuances, dietary habits and consumer preferences, all while navigating complex regulatory requirements and achieving competitive pricing. Imagine Collective’s extensive industry experience and sharp insights are key in guiding brands through these challenges, ensuring a seamless and successful market introduction.

With Australia’s food industry on the lookout for the next big thing, now is the perfect time for brands to join Imagine Collective’s dynamic portfolio.

“We act as the on-the-ground support for businesses looking to grow their presence in the Australian food industry—guiding them through every stage of their food

business journey, helping them achieve their organizational and market goals in a realistic, sustainable way,” says Booker.

Brands from the U.S. and Asia are recognizing the potential of the Australian market. Imagine Collective takes a hands-on approach to these partnerships, engaging in interactive experiences to put new brands on the radar of distributors.

“I wanted to create a company that stood out, that did things differently. Why be an ordinary pineapple when you can be golden?” says Booker.

Confused? Here’s a fun fact—golden pineapples represent hospitality, friendship, good fortune and are symbols of wealth and prosperity. They also embody strength, determination and courage—just like Imagine Collective’s team.

The team is passionate about helping F&B businesses grow with fresh, bold flavors. Their approach is anything but ordinary—while their website might greet you with playful food puns and light-hearted jokes, what lies beneath the fun exterior is a powerhouse team with a strong operations mindset, dedicated to pushing clients to not only grow but to enjoy the journey every step of the way.



### From Awareness to Action

One way Imagine Collective makes an impact is by addressing a significant gap in the Australian café scene—how they cater to children, especially those with dietary restrictions. Recognizing that many cafes aren’t equipped to serve kids with specific needs, it steps in to educate cafes and hospitality groups. It guides them on how to offer better, safer options for children and their families, making dining out a more inclusive and enjoyable experience.

Imagine Collective covers everything from menu planning and rotation to kitchen operations, where it helps new venues set up their kitchens to accommodate customers with dietary conditions. This might involve implementing separate cooking tools and equipment to ensure a safe dining experience.

Whether creating a custom product with a special twist, like a signature cookie, or recommending one of its trusted brands for inclusion in a menu rotation, Imagine Collective always finds a way to meet client needs. Its ability to think outside the box and deliver innovative solutions makes it a valuable partner for any brand looking to make a mark in the F&B industry.

### Championing Health-Conscious Trends in Australia

In the beverage sector, Imagine Collective is attuned to the growing popularity of the better-for-you category and the increasing demand for low-alcohol options.

Representing successful brands from New Zealand and Australia, the agency promotes plant-based options and botanical beverages. With two nationwide distribution contracts already secured and more on the horizon, Imagine Collective aims to continue this trend. The increasing popularity of mocktails at bottomless brunches underlines this new lifestyle, offering consumers more choices. Additionally, the growing consumption of probiotic and prebiotic water reflects a clear trend toward greater health consciousness and a focus on gut health.

Imagine Collective’s approach is rooted in understanding this evolving market and the nuanced demands of consumers.

“We are not following the status quo; we are result-driven, and that’s what we are trying to achieve for our customers as well,” Booker adds.



WE ACT AS THE ON-THE-GROUND SUPPORT FOR BUSINESSES LOOKING TO GROW THEIR PRESENCE IN THE AUSTRALIAN FOOD INDUSTRY—GUIDING THEM THROUGH EVERY STAGE OF THEIR FOOD BUSINESS JOURNEY, HELPING THEM ACHIEVE THEIR ORGANIZATIONAL AND MARKET GOALS IN A REALISTIC, SUSTAINABLE WAY

### Transforming Dining Experiences

Creating an inclusive environment where everyone—regardless of dietary restrictions or preferences—can enjoy good food and drink together is a powerful way to build community.

“We feel inspired and vital, especially in today’s world where dining and social experiences are central to community and culture,” Booker says. “By

focusing on the imagination of good food and drink, we aim to bring people together, tapping into the fundamental joy of sharing a meal.”

Imagine Collective assists F&B brands in rapidly identifying the right ingredients, developing customized recipes and discovering novel products. Clients describe it as more than a high-speed search engine. Imagine Collective goes beyond the basics to uncover game-changing options that create truly customized offerings. With these wide-ranging capabilities, the company has earned a reputation as a culinary matchmaker, expanding the horizons of F&B brands across Australia.

“A good life deserves great food” is not just a tagline for Booker’s company; it’s a fitting reflection of its mission to curate exceptional culinary experiences. **FB**