

# FIT FOR THE FUTURE

FROM OPENING A BEACHSIDE CAFÉ IN SYDNEY, AUSTRALIA, IN 2006, TO CREATING AN ONLINE BUSINESS ATTRACTING OVER 50 MILLION GLOBAL VISITORS, THE HEALTHY CHEF IS A GROWING AUTHORITY IN AUSTRALIA'S HEALTH AND WELLNESS SPACE.

Staying true to its original singular philosophy of 'healthy by nutrition', this is a business that was ahead of its time when it launched 17 years ago and still today, is regarded as an industry trailblazer.

The Healthy Chef has protected its reputation for innovation and expertise by introducing new

## UHY IN THE ONLINE RETAIL SECTOR

Technology is continuing to drive dramatic change in consumer behaviour and access to products and services. UHY member firms work with clients across the retail and consumer products sector to deal with the challenges and to embrace new ways of doing business. The advance of online retailing has enabled businesses to access new customers more effectively than ever before.

At the same time, increasing levels of disposable income in many parts of the world are opening up significant opportunities for retailers and brands to move into new markets with huge growth potential. Clients can tap into local market knowledge and experience from UHY member firms across the world. In addition to core accountancy services, UHY experts provide sector-specific advice across a range of industries and markets, as well as working with clients on projects such as online development and fulfilment, stock loss control and fraud prevention.

thinking and new product ranges that constantly trigger fresh interest across all social media platforms. The firm's website thehealthychef.com now attracts almost as much traffic from the US as it does from its home country and their e-commerce app is often rated number one in its field across Australia. Co-founders and husband and wife team, Paul and Teresa Cutter (*pictured above*), have stayed close to their original desire to start a conversation about living healthily and make it an accessible goal for all of us.

"The idea came from a newspaper lifestyle column that Teresa wrote in 1996. Her early interest spawned cookery books, a health café, our partnership with the luxury Sofitel hotel chain and the gradual release of premium quality nutritional supplements," says Paul. "We exceed customers' growing hunger for better futures with products such as wild and sustainable marine collagen, protein powders, superfoods, wholefood vitamins, magnesium, healthy snacks and functional beverages."

## INTERNATIONAL APPETITES

As a predominantly online business The Healthy Chef's main warehouse, outside Sydney, holds all stock and facilitates onward travel to national distributors and state distributors in Perth, Western Australia.

"Because our US customer base has multiplied, we are considering international markets

and exploring the logistics of establishing US and UK distribution networks. The interest is there but the cost of mailing is prohibitive. This is where we look to UHY for support and advice," says Paul.

"I have been working with Grant Priest, director, UHY Haines Norton, Perth, for over 30 years. Grant has advised us at every stage and helped us plan meticulously and his colleague, Keti Vrdoljak, is also an invaluable support to us."

Whilst The Healthy Chef continues to consolidate its position as a successful e-commerce business, Paul and Teresa will rely heavily on the support of Grant and his team as they navigate their business's transition to growing their retail direct, wholesale and international reach.

"Competition is fierce and many new starters have serious financial backing, but our pedigree for offering products with measurable benefits means that people are confident about buying from us and they stay loyal."

## TEAM DELIVERY

"At UHY Haines Norton our focus is always on how we add best value to client ideas and business plans," says Grant. "The only way to achieve this is to fully understand their industry and to get to know clients personally – if we get this right, the technical side of a working relationship falls naturally into place. We have

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# HEALTHY CHEF

always enjoyed working with Paul and Teresa and we look forward to supporting them to develop their international business."

Paul shares Grant's belief that a dynamic partnership is invaluable – "The beauty is that the UHY Haines Norton team match creativity with practicality and will always surprise us. One year they bought 100 of our cookery books as client Christmas gifts. The gesture paid off for both of us because their customers were delighted with their original presents and our profile grew in all the right places. Teamwork at its very best," says Paul. ■