

247

BOOK REVIEWS	p52
WHAT I'M WORKING ON	p54
WHAT'S HAPPENING	p54
PODS, BLOGS ETC	p55
JOURNALS	p56
BOSS TRAVEL	p57
BEST ADVICE	p58



WHERE MY IDEAS COME FROM

ADRIAN PIKE

Founder of baby food company Rafferty's Garden

I REMEMBER I sat in my pool house struggling with how to differentiate a product in the baby food market, and I wandered into the kitchen and there in the fridge was a pouch of soup. It wasn't exactly what I wanted, but I knew then that there was something there.

So I went to our friend Google and spent a lot of time trying to track down the right packaging company, I called many and eventually ended up travelling to Korea and Japan, visiting factories and finding the right supplier.

In a way, the pouch became an obsession, but it has paid back that dedication many times over: we're now the second-largest baby food company in Australia, and the pouch is our signature.

The idea came from my biggest source of inspiration – the customer. I looked at Mums' and Dads' need for convenience. You know there's a lot going on in a new parent's life. I know that when you have a new baby and you're out and about, perhaps mealtimes can't always be structured, and so a glass jar or a tin can doesn't really work.

So this style of pouch solves a big customer problem. Mum has the pouch in her bag; it's not going to break. She's got a spoon, squirts it straight onto the spoon, and hey presto. It's harder for us; it would certainly be cheaper to put it in a glass jar – you can do 500 glass jars in a minute and we're lucky to be able to do 80 pouches. But it pays off.

One thing I do know, ideas grow out of your passion. I've always had a passion for cooking, and owned a chain of trendy cocktail bars and

