



WHO CUT THE CHEESE? BEGA CHEESE BOARD OF DIRECTORS, 2017

The year is 2017, and Bega Cheese, renowned Australian food company, seeks to expand its dairy empire. With many of Australia's prized delicacies, including Vegemite, in the hands of multinational food conglomerate Mondelez International, Bega Cheese seeks to return Australia's treasures to their rightful home. As they arrange the deal, a whole lot more than brewer's yeast is on the table. Vegemite, ZoOsh, Bonox, licensing rights to manufacture Kraft-branded cheese and peanut butter, and even manufacturing locations are up in the air. Securing this deal will not be easy: Bega Cheese must compete against food corporations all across the land down under to win the bid for Mondelez' Australian treasures. Delegates need to secure this deal, but at what price? Can Bega Cheese afford such a large purchase? How will it manage its current brands? And, once the deal is complete, where will Bega Cheese look to expand next? The future of Bega Cheese is a land of many unknowns, as perilous as the Outback itself, and the actions of this committee will decide how much power the company gains—or how much it loses. Will delegates use all of their vege-might to cement Bega Cheese as the big cheese in the Australian food world, or will they fall flat and curdle in the face of opposition?



CARTER BECKSTEIN
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