

UK cider hits East Coast



WESTONS CIDER, founded by Henry Weston in Herefordshire in 1880 and now sold into in 9,000 outlets in the UK and 33 countries worldwide has come to Australia's East Coast. One of its products is Europe's No.1 selling Organic Cider, which has been achieving a 54 per cent growth year-on-year, while Organic Pear Cider is turning heads.

The cider is not a bulk apple concentrate from China, nor is it a fabricated apple-flavoured drink with additives and colourings. Naturally-produced cider is mellow

and aromatic, with the subtleties of a fine wine. Some of Westons' lines are aged in oak vats for six months or more, and the family business still only use apples from within a radius of 85 kilometres of its mill.

World Brands Australia (WBA) is the Australian distributor of Westons Cider. Since introducing the product in WA, it is now sold in packaged and draft form in 32 on-premises and 230 off-premise outlets.

"The overwhelming enthusiasm from WA has encouraged us to launch the product in the rest of Australia," said Paul Wormley, MD at WBA.

F&D.

Pies go Gluten Free

GLUTEN FREE Pies in single wrap from Patties Foods have hit food service outlet after success as a two-pack designed for retail. Incremental sales from coeliac sufferers are there to be gained, says the company.

Built at Patties' 100 per cent gluten free environment at its bakery in Bairnsdale, Victoria, the pies are also wheat free, dairy free, fructose friendly and low in fat and sodium.



Bocconcini launched

LA CASA Del Formaggio has released Grande Bocconcini to independent supermarket and gourmet outlets. Grande Bocconcini is one large 200g ball of fresh Mozzarella stored in brine. The cheese has "a delicate flavour and maintains maximum freshness," says the company, and is packaged in a convenient re-sealable tub.



Fruit fix for Tobys

UNCLE TOBYS Fruit Fix are three flavour combinations aimed at kids snacking and are 99 per cent fruit ingredients. They are approved by the National Heart Foundation Tick program and come in Apple, Blackcurrant and Grape; Apple, Mango and Grape; and Apple, Strawberry and Grape in boxes of six 130g snacks.



Taking up the Dutch challenge

CHALLENGE DAIRY'S Cape Leeuwin range is hoping to take on the Dutch cheese importers at their own game with a new national cheese roll-out of handcrafted semi-hard Dutch-style cheeses.

Coles' supermarkets in WA were trial customers before a national rollout in late March.

The cheeses have a smooth and creamy texture, and are described as having a mild nutty flavour, or a hint of butterscotch, or sweet floral with subtle grass undertones.

The cheese range is available in 200g wedges, 2.5kg wheels and 10kg wheels, and come in three flavours – Traditional Style Dutch, Traditional Style Swiss and Traditional Style Dutch with cumin seeds.

Consumers can expect to pay about \$30 per kilo for the Cape Leeuwin cheese,

compared to \$45-\$50 for semi-hard cheeses imported from Europe, with the recommended retail price for the 200g wedges approximately \$5.99.

QAF Singapore has also been appointed Cape Leeuwin distributor in Asia.

Production of the Cape Leeuwin range follows a new association between Challenge Dairy and Busselton-based Geographe Cheese Co, which has access to Dutch recipes.



Complete Transport Management & Field Service Solutions

Real-time vehicle tracking and delivery status management!

Managing your transport fleet and delivery status has never been more affordable and easy to implement. Intermec's latest range of mobile computers with integrated GPRS/GPS and wireless mobile printers allow out in the field communication with any distribution host system.

Peacock Bros. deliver the very best in Intermec solutions for the Transport and Distribution industry. We can integrate GPS monitoring, signature capture, remote delivery status information and more into any existing stock management system without disrupting your operation.



Intermec

- Free onsite project evaluation available -



Intermec Honours Partner
Premier Partner

Call: 1300 723 282
www.peacocks.com.au



Peacock Bros. PTY LTD
Enterprise Mobility Solutions