

Media Release  
23 April 2013

# SHOP & SWAP

## Time to Shop & Swap to SA!

**Robern Menz along with Food SA calls for South Australian (SA) consumers to make their voice & buying power heard by supporting local SA food businesses. It's as easy as swapping one supermarket food item a week to its SA made counterpart!**

On the back of unprecedented support for South Australian owned business, Spring Gully, Robern Menz has taken to social media with a pro-active social media campaign "Shop & Swap." The campaign hopes to engage South Australians to support the South Australian food industry, ensuring its sustainability well into the future.

Robern Menz are launching a grassroots campaign urging shoppers to Shop & Swap hot on the heels of their viral success of the 'SA brand word-cloud' (see below) graphic which had almost 2,000 shares. The 'SA brand Word cloud' graphic features well-known SA brands and products, including Spring Gully, Beerenberg, Vili's, Bickford's, Balfours and Golden North, just to name a few!

**Robern Menz (producers of iconic FruChocs) CEO, Philip Sims** said *"With the recent news of Spring Gully's challenges and through consumer feedback via our FruChocs Facebook page, it is very clear that South Australian's generally have a real lack of understanding of what is actually produced here in our state. The sentiment of locals wanting to support locals is huge and this is evidenced by the tremendous response to Spring Gully's plight."*



SHOW LOCAL SA BUSINESSES LIKE THESE HOW MUCH YOU APPRECIATE THEM.



*The campaign we have proposed is simple and realistic, we are not expecting people to solely buy locally, although that would be great. We acknowledge people have brand loyalty, are price conscious and often unaware of what is actually made here in SA. Thus, we have designed a campaign that is attainable, easy to communicate and easy to 'share' (via the power of social media). We believe this has a good chance of making a positive impact on the South Australian food industry and the economy in which we live. All we are asking is that shoppers swap just one item for a locally made item each time they fill their trolleys. If everyone made one simple swap, the impact would be great!"*

The campaign is intended to help people recognise locally owned brands so that consumers can make informed purchasing decisions that support and strengthen locally-owned businesses, in-turn providing more local jobs and keeping more dollars spent in our community.

Catherine Barnett CEO of Food SA endorses the Robern Menz initiative saying "It is critical that people understand what they are buying. We would like consumers to think about buying and consuming South Australian made and owned high quality products. There are many ways consumers can make this change"

Support South Australian and Australian brands first and foremost. Ask your supermarket to stock South Australian brands and products you want to buy. Value the unique, safe, and clean environment which produces high quality food products. Read labels and look for identifiers demonstrating locally made and owned.

For some of the great SA products you can Shop & Swap to, see the below shopping list for inspiration.

## **Shopping List**

### **Bakery - Breads, Cakes, Pastries, Biscuits, Yeasts**

All Natural Bakery  
Backyard Bread  
Balfours Bakery  
Baylies of Strathalbyn  
Emmaline's Country Kitchen  
Enzos at Home  
Heavenly Delights  
Kyttons Bakery  
Laucke Flour Mills  
Lifestyle Bakery  
Skala Bakery  
Tucker's Natural  
Vili's

### **Beverages - Juices, Waters, Soft Drinks, Cordials, Milk Drinks**

B-d Farm Paris Creek  
Bickford's Australia  
Douglas Park Organics  
Fleurieu Milk Company  
Johnston Cordials  
Nippy's

### **Cereals & grains - Grains, Flour Pulses, Seeds, Pasta, Noodles, Malts, Cereals**

Careme Traditional Pastry  
Enzos at Home  
Fleming and Ware Muesli  
Laucke Flour Mills  
San Remo  
Taings Noodles  
Thistle Be Good  
Vella Pasta  
Wiech's Barossa Valley Egg Noodles

### **Confectionery - Chocolate, Carob, Sugars, Dried/Glace Fruit, Fruit Bars, Sweet/Processed Nuts**

Ausnat Fruits  
Australian Carob Co  
Baylies of Strathalbyn  
ChocoMe  
Emmaline's Country Kitchen  
FruChocs  
James Road  
Medlow Fine Gels  
Menz  
Rinaldi Confectionery  
Robern  
The Carob Kitchen  
The Kumquaterly

**Dairy & eggs - Milk/Milk products, Cheeses, Yogurts, Dairy Desserts, Ice Cream, Eggs**

Alexandrina Cheese Company  
Barossa Valley Cheese Company  
B-d Farm Paris Creek  
Fleurieu Milk & Yoghurt Company  
Fryar's Kangaroo Island Free Range Eggs  
Gelista  
Golden North  
La Casa Del Formaggio  
La Vera Fine Cheese  
Limestone Coast Cheese Company  
Mini Melts Icecream  
MOO Premium Foods  
Ruradene Free Range  
Tweedvale Milk  
Udder Delights  
Woodside Cheese Wrights

**Fruit - Citrus, Stone, Apples, Pears, Melons, Berries, Tomato**

Ausnat Fruits  
Barker Boy Fresh  
Kuitpo Forest Strawberries  
The Kumquaterly

**Vegetables - Heavy Veg, Brassicas, Salad, Leafy, Bunch, Mushrooms, Crops**

Adelaide Mushrooms  
Australian Caper Company  
Ollo  
Rainbow Fresh  
SA Mushrooms  
Wild n Fresh

**Meat - Beef, Pork, Lamb, Poultry, Game, Smallgoods, Pet**

Angelakis Bros.  
Barossa Fine Foods  
Butch's Smallgoods  
Feast! Fine Foods  
Macro Meats and Gourmet Game  
mybutcher  
Olga's Fine Foods  
Thomas Foods International  
Thornby Farm Produce Pty Ltd  
Wintulichs  
Skara Smallgoods  
Slape & Sons

**Seafood -Prawns, Abalone, Rock Lobster, Tuna, Fin Fish, Oysters, Crabs, Mussels, Other**

Angelakis Bros.  
Ferguson Australia  
Goolwa Pipi Harvesters  
Huron Aquaculture  
Kinkawooka Shellfish

**Condiments - Jams, Spreads, Sauces, Pate, Dips, Oils, Dressings, Herbs, Spices, Olives**

Australian Native Bushfoods

Assagio Foods

Aussiemite

Backyard Bread

Baylies of Strathalbyn

Beerenberg

Bremer Cafe

Buzz Honey

Diana Olive Oil

Enzos at Home

Leabrook Honey

Lucia's Fine Foods

Maggie Beer

Mexican Express

Mitani Products

Nelshaby Capers

olives 2000

Pendleton Estate

Spring Gully Foods

The Kumquaterly

Ollo

Thistle Be Good

Tuckeroo

**Convenience - Ready Meals, Frozen, Chilled, Dried, Snacks, Soups.**

Assagio Foods

Australian Wholefoods

Backyard Bread

Careme Traditional Pastry

CIBO

Concetta's Gourmet Cuisine

Enzos at Home

Heavenly Delights

Kitchenhand

Sunfresh Salads

Thistle Be Good

Vella Pasta

HOW YOU TOO CAN SUPPORT THIS ON SOCIAL MEDIA – share the below images on your social media platforms.

{cover image}



{post me on your wall}



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Issued by Foster Hill PR & Marketing on behalf of Robern Menz. For more information, contact Cassie Young on PH 08 8231 3555

**Robern Menz**

Robern Menz is a 104 year old fourth generation family run business located at Glynde. Led today by brothers Philip Sims (CEO) and Richard Sims (General Manager Operations) – it is South Australia's largest confectioner. The company's brands include - Menz Confectionery (including the SA Icon Menz FruChocs), Medlow Fruit Gels and Robern Fruit Snacks.

**The Menz Story:**

Menz confectionery is one of Robern Menz proudest brands; it's stood the test of time since 1850 and still to this day, consistently delivers quality products at affordable prices. Few companies survive without innovation and development, but staying true to their values and only using the finest ingredients has been a key player in their success. Take for example Menz products; FruChocs (first produced in 1948) and Crown Mints (first produced in 1892) - two iconic products which are loved and enjoyed as much today as the day they were first released onto the market.

Love for confectionery and its production has been an art form that has been affectionately handed down over the four generations. Today Robern Menz are proud to say the Menz brand name is well known in both Australia and increasingly grows its profile overseas. The brand range continues to strengthen with new delicious and innovative products.