

MEDIA RELEASE

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SA Icon Honoured with FruChocs Appreciation Day

South Australian chocolate lovers are gearing up to celebrate the third annual FruChocs Appreciation Day on Friday 29 August with a day filled with fun, festivities and, of course, FruChocs.

Phil Sims, Robern Menz CEO, explains how popular FruChocs have been for the SA family owned business since they were first produced in 1948, and how social media fans called for an official day of appreciation.

“South Australians have loved our Menz FruChocs for more than 65 years and were keen to have an official day to honour them. With more than 11,000 people already members of the FruChocs Appreciation Society we knew we had to offer these passionate supporters a great day and night of celebration,” says Phil.

Menz will be putting on a Fru-tastic day in Rundle Mall from 12pm – 6pm, with revellers set to enjoy *Mask Face and Body Art* face painting, a balloon artist from *Nifty Entertainment* who specialises in making ‘Mr FruChoc’, a FruChocs photo booth, games, prizes and plenty of giveaways.

Special guests on the day will include Adelaide 36ers star, Brendan Teys, SAFM’s Michael and Hayley and Mr FruChoc who will be meeting the fans, taking photos and handing out delicious free FruChocs.

The recently developed Menz Lolly Mural, thought to be Australia’s biggest ever lolly mural, will also be on show. Made of more than 34,000 pieces of confectionery, the mural creatively depicts SA landmarks.

For those who want to continue celebrating their love for the tasty treats after dark, The Highway is the place to go and have your photo taken with Mr FruChoc, enjoy live entertainment, indulge in deep fried Giant FruChocs and watch in awe as bar staff mix delicious FruChocs cocktails into the night.

“There are just so many ways to get involved in the festivities,” says Phil, “Fans can attend our Rundle Mall activity, head to The Highway for an after work FruChocs cocktail, We encourage South Australians everywhere to enjoy FruChocs in their own way on the day!”

FruChocs Shops in Glynde, McLaren Vale and Hahndorf will be helping customers stock up on treats, no matter how they are celebrating with 25% off all sales in store and online on the day, which is the perfect chance for loved ones interstate and overseas to get in on the action and appreciate from afar.

Last year, South Australian Premier, Jay Weatherill, threw his support behind the iconic brand and FruChocs Appreciation Day with a cheeky video (<http://youtu.be/t4wJC6x9gc8>) encouraging South Australians to embrace the delicious confectionery and enjoy FruChocs wherever they may be on 29 August.

For those who can’t make it to Rundle Mall or The Highway, there are still plenty of ways to get involved;

- Jump onto the Robern Menz website for some delicious FruChocs recipes and cook up a storm
- Head to Gourmet Glaze for a FruChocs Donut
- Visit our friends at Nordburger for a FruChocs milkshake
- Pop into Jenny’s Bakery for a limited edition FruChocs Townie (a tart crossed with a brownie)
- Host a FruChocs morning tea in the office
- Have a FruChocs night with family or friends

For more information on special offers and activity taking place on FruChocs Appreciation Day please visit the FruChocs facebook page at www.facebook.com/menzfruchocs

For more information on the delicious Robern Menz range, please visit <http://www.fruchocs.com.au/>

– ENDS –

For further information or product requests, please contact Professional Public Relations:

Laura Peters

P: 08 7109 4320

M: 0404 976 299

E: laura.peters@ppr.com.au



FruChocs Shops

Glynde

71 Glynburn Road, Glynde
PH: 08 8368 7733
Open: Mon-Sat (9am-5pm)

McLaren Vale

203 Main Road, McLaren Vale
PH: 08 8323 9105
Open: 7 days (10am-5pm)

Hahndorf

2/80 Main Road, Hahndorf
PH: 08 8388 7590
Open: 7 days (10am-5pm)

Robern Menz

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

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