



Australian confectionery company Robern Menz acquires Violet Crumble from Nestlé

Fourth generation family owned Australian business, Robern Menz, is pleased to announce that it has entered into an agreement with Nestlé to acquire the Violet Crumble brand. This acquisition will bring one of Australia's most iconic and favourite snacks back under Australian ownership.

The sale of the Nestlé Violet Crumble brand to Robern Menz will see the South Australian based confectionery company obtain Nestlé's rights to the Violet Crumble trademark and brand globally, with manufacturing, sales and marketing operations transitioning from Nestlé to Robern Menz gradually throughout 2018.

Robern Menz CEO, Phil Sims, is thrilled for the company to take ownership over one of Australia's most beloved brands, and is excited by the prospects that come with this step-up for their business.

"We are really excited to have partnered with Nestlé and reached an agreement to acquire what is undoubtedly one of Australia's great brands", Sims said, "... And as the new gatekeeper of Violet Crumble, we are aware of the responsibility that comes with owning a brand so highly regarded in the Australian market place."

Sims went on to mention that throughout 2018 Robern Menz will develop plans for Violet Crumble that will include re-introducing the product in a variety of nostalgic formats loved by generations of Australians.

Robern Menz is one of the country's largest Australian owned confectionery businesses. The company is the largest manufacturer in Australia of choc honeycomb, a key product among their Menz confectionery range. The acquisition makes Violet Crumble a seamless fit.

"We are fiercely passionate about Australian brands, and with a significant honeycomb line of our own, the opportunity was too good to pass on. With our expertise, we can ensure that Violet Crumble is produced with no change to the recipe and with the same passion and affinity Australian's have had towards the brand since 1913," Sims said.

Under the ownership of Robern Menz, Violet Crumble will once again be produced in South Australia after Rowntree Hoadley, which was acquired by Nestlé, closed their Adelaide plant in 1985. As part of the 2018 transition, the famed Violet Crumble recipe will end up being 100% made at Robern Menz's world class manufacturing facility in Glynde, South Australia.

The takeover will allow Robern Menz to employ up to an additional 30 positions in South Australia. The company also is investing a further \$4million in 2018 on a factory refit and extension and new warehousing facilities to further support the production of Violet Crumble and the growing demand for Robern Menz products.

The return of Violet Crumble to Australian ownership will see the product remain available at all leading supermarkets nationwide with expansion plans to be developed for other market channels including further export markets in the near future.

Robern Menz acknowledges the valuable support provided by key backers in the deal namely Westpac Banking Corporation and the South Australian Government.

Violet Crumble has long been an Aussie cultural favourite as indicated in multiple online forums. It also took out top spot in a recent social campaign by SBS Food HQ, [#BringBacktheClassics](#), where Violet Crumble was acknowledged as Australia's most favourite nostalgic snack.

For more information on Robern Menz and their products, visit: www.robernmenz.com.au



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About Robern Menz:

Robern Menz is an award winning fourth generation family owned business with over 150 years of tradition. Today Robern Menz is one of the country's largest Australian owned confectionery businesses and the largest manufacturer of Choc Honeycomb. Robern Menz produces over 100 products including the National Trust Heritage listed and iconic Menz FruChocs, Crown Mints and JeliChocs. Robern Menz currently exports to the USA and throughout Asia.