



FruChoc Fans Prepare to Celebrate Local Icon's Day of Appreciation

One of South Australia's favourite food icons – Menz FruChocs – will be celebrated by FruChoc fans and chocolate lovers everywhere on FruChoc Appreciation Day, Friday 24 August 2018.

In its seventh year, FruChoc Appreciation Day will provide fun, festivities and will inspire amazing FruChoc creations to recognise the treat that South Australians have been loving for more than 65 years.

Robern Menz CEO, Phil Sims says there is plenty to celebrate for this year's event with a number of exciting new developments taking place this year and recently being released to the public.

"We're so proud to have a day to celebrate Menz FruChocs, but it's also about the dedicated people who create them and our amazing fans, whose support is truly immeasurable. You would be hard pressed to find more loyal and devoted fans than those who continue to support FruChocs.

"This passion and enthusiasm has made it possible for us to continue to be innovative in our chocolate making and bring our fans new and exciting products, such as our Vegan Friendly FruChocs and brand new Strawberry Flavoured FruChocs, not to mention our limited edition FruChoc Block," Mr Sims said.

This FruChoc Appreciation Day there are plenty of ways for the people of Adelaide to get involved with public events, unique treats to try from local businesses and prizes for fans sharing their own way of celebrating via social media.

At FruChocs HQ in Glynde more than 60 million FruChocs using 200 tonnes of cocoa ingredients are manufactured per year – that's approximately equal to 2 million 150g bags per year! No wonder FruChocs have been the winner of SA's Fave Foodie Consumer Choice Award three times!

Continuing their commitment to sustainability, Robern Menz has also recently formed a new partnership with the Cocoa Horizons Foundation that will see the company source 100% of its cocoa sustainably by 2020.

How to celebrate FruChoc Appreciation Day 2018

Robern Menz is inviting locals to join in the festivities by visiting a celebration location around Adelaide, or participating in the Biggest FruChoc Fan competition.

LOCATIONS

Rundle Mall, Gawler Place: 10:30am – 8pm

- Fan favourite Mr FruChoc will be handing out delicious samples and getting his groove on with friends - Adelaide 36ers' Murray Magpie, Thunda from Port Adelaide Football Club, Adelaide Thunderbirds' home girl Tori T-Bird and the NOVA Casanovas.
- Also joining us on the day will be the Adelady's Lauren and Hayley, and the most South Aussie-est Aussie ever – Cosi.
- WIN a YEAR'S SUPPLY OF FRUCHOCS. Take a photo with the giant FruChocs Malls Balls to enter. Simply upload your pic to Instagram and tag @RundleMall and @MenzFruChocs and go in the draw.
- FREE ACTIVITIES including; a FruChocs photo booth, balloon artists, face painters, music and more.
- Plus, there will be plenty of prizes, giveaways including a HUGE FruChoc Doughnut give-away thanks to Krispy Kreme. Feeling lucky? Give our prize wheel a spin and you might just win a sweet something, thanks to our friends at Flight Centre, Brand SA, Krispy Kreme, Cibo, Wallis and the Pullman Hotel Adelaide.

**MEDIA RELEASE
AUGUST 2018**



Krispy Kreme

Adelady's Hayley and Lauren are going head-to-head with Andrew 'Cosi' Costello to create Adelaide's most loved FruChoc Krispy Kreme doughnut. Hayley and Lauren will be creating a doughnut featuring new Strawberry Flavoured FruChocs, while Cosi will be keeping with old faithful and creating a masterpiece using the original FruChoc doughnut. Who's made the best doughnut? South Australia can decide, these doughnuts will be available for sale from Krispy Kreme stores on FruChoc Appreciation Day and 3 weeks following.

Come and see them live in Rundle Mall on FruChoc Appreciation Day for a huge doughnut giveaway at 5.30pm.

Doughnuts will be available for sale from Krispy Kreme's 5 locations;

Krispy Kreme West Croydon, 563 Port Road, West Croydon, SA 5008

Krispy Kreme James Place, Corner James Place and Grenfell St, Adelaide SA 5000

Krispy Kreme Westfield Marion, Lower level (Opposite Woolworths)

Krispy Kreme Port Wakefield Rd, 885 Port Wakefield Road Bolivar, SA, 5110

Krispy Kreme Adelaide Airport, Ground Floor, Opposite the Baggage Carousel, Adelaide Airport, SA, 5950

SEARCHING FOR ADELAIDE'S BIGGEST FRUCHOC FAN

Robern Menz is on the hunt for the Biggest FruChoc Fan! In the lead up to FruChoc Appreciation Day, FruChoc devotees can enter via Facebook or Instagram to go in the running to win a FruChoc Fan Pack valued at \$200. Follow @menzfruchocs on Instagram and Facebook for more information and how to enter.

For fans who can't make it to a celebration location, Robern Menz has provided the below tips;

- Bring some FruChocs to the office to share
- Bake some of our fantastic [FruChocs recipes](#)
- Buy a packet to share with friends and family
- Take the Oath and officially join our [FruChocs Appreciation Society](#)

Robern Menz founded the FruChocs Appreciation Society in 2011, which now has more than 15,000 card carrying members and provides them with a range of rewards, people can sign up via the Robern Menz website or in-store or on the day at Rundle Mall. The three FruChocs Shops in Glynde, McLaren Vale and Hahndorf will also be helping customers stock up on treats, no matter how they are celebrating with 25% off storewide.

For more information on special offers and activity taking place on FruChoc Appreciation Day please visit the Menz FruChocs Facebook page at www.facebook.com/menzfruchocs. Plus, for further details on the delicious Robern Menz range, visit www.robernmenz.com.au

– ENDS –

**For media enquiries and interview requests related to Robern Menz, please contact;
SOCIETY Marketing Communications**

Sarah Neville | sarah@societymarcom.com | 0431 758 303

Lisa Ranson | lisa@societymarcom.com | 0403 950 446

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.

**MEDIA RELEASE
AUGUST 2018**

