



## **NEW CHAPTER BEGINS FOR VIOLET CRUMBLE**

### **Official production of the iconic Australian chocolate bar begins**

10 October 2018: Today, Australian confectionery company Robern Menz has officially commenced production of Violet Crumble, after acquiring the brand from Nestle earlier this year. The acquisition brings the ownership of one of Australia's most iconic and favourite snacks back to Australian soil after 46 years offshore.

As well as acquiring nine double semi-trailer truckloads of equipment from the Melbourne Nestle factory, the South Australian family owned business which has existed for more than 160 years, is also now the custodian of the coveted Violet Crumble formula.

"The recipe and process technique is top-secret. That's why the Violet Crumble explosive and shattering honeycomb experience is so unique and so loved by generations of Australians since it was first created in Australia by Abel Hoadley as Australia's first chocolate bar in 1913," says Robern Menz CEO Phil Sims.

"It's exciting to be part of the legacy."

Sims is committed to keeping the original Violet Crumble recipe including the use of sustainable and ethically sourced cocoa ingredients which is part of both Robern Menz and Nestle's approach to responsible production.

"To have custody of one of Australia's great brands, and produce it in a way that does justice to its history, is a real privilege," Sims said.

Robern Menz, with the support of the South Australian government, relocated the necessary factory components from Melbourne in order to produce the product – a process that took 3 months with over 100 personnel working on the project. The Glynde factory also underwent a \$4 million refit and extension with new warehousing facilities added.

Now at home in the Glynde factory, a dedicated team of 30 additional staff will oversee the production and management of Violet Crumble, increasing the facility's overall output by 37 percent – this equates to manufacturing enough Violet Crumble bars to stretch from Adelaide to Sydney, laid end to end.

The company is one of the largest Australian owned confectionery businesses, and is the largest manufacturer of honeycomb in the country, making Violet Crumble a natural fit.

"We are fiercely passionate about Australian brands, and our expertise will ensure Violet Crumble is produced with the same passion and affinity Australian's have had towards the brand since 1913," Sims said.

The return of Violet Crumble to Australian ownership will see the product remain available at all leading supermarkets and convenience stores.

**– ENDS –**

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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, JeliChocs and is the new home of Australian Icon, Violet Crumble. Robern Menz currently exports to the USA and throughout Asia.