



**Media Release**  
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## **Celebrate being South Aussie on Australia Day!**

As Australians we love celebrating Australia Day! However the question lurks - how true to Australia and South Australia are we in our celebrations?

Even though Australia Day, January 26, is the largest annual public event celebrated in the nation, it would seem we get a bit lost in all the fanfare. More often than not, the Australia Day merchandise we buy i.e., the plastic cups, plates, flags and transferable tattoos, are made off shore!

So this year Robern Menz, South Australia's largest and oldest confectionery manufacturer says, it is time we take off our rose coloured glasses and look at where things are made.

Robern Menz's CEO, Philip Sims says *"Australians need to celebrate while supporting home grown businesses. We work so hard as a Nation to have what we have, so let's make sure we celebrate its rewards together on home soil."*

*This Australia Day, I would encourage everyone to make an effort to make their celebrations truly Australian.*

*Robern Menz is a South Australian owned and operated family business, whose products have been favourites with South Aussies for over a hundred years. You really don't get more local than our iconic Menz FruChocs!"*

Satisfying the sweet tooth of South Australians for just over 60 years, Menz FruChocs were officially listed as a BankSA Heritage Icon by the National Trust South Australia in 2005.

*"South Australians are very passionate about their FruChocs! Our online shop goes crazy this time of year with expats wanting a little piece of Australia with them on this special day" says Mr Sims, "We have a lot of customers stocking up to send little care packages of FruChocs to their loved ones interstate and abroad too" says Robern Menz's CEO, Philip Sims.*

So what will Phil Sims have on the menu this Australia Day? *"I'll be practicing what I preach! Lots of local produce, Olga's Fine Foods, Spring Valley, Maggie Beer, Beerenberg, Golden North ice-cream and of course Menz FruChocs!"*

- ENDS -

**Issued for Robern Menz by Foster Hill PR & Marketing. For more info, images or interviews – please contact Cassie Young on 08 8231 3555 or email [cassieyoung@fosterhill.com.au](mailto:cassieyoung@fosterhill.com.au)**