



Mini FruChocs

If great things come in small packages then AMMMMAAAAZING things must come in 'MINI' packages!

We once said that when it comes to chocolate, “bigger is *definitely* better” – but it turns out we may have all been wrong!

Now there’s a whole *new* way for you to enjoy Menz FruChocs that’s deliciously decadent but at the same time not too naughty, perfect for when you want that ‘mini’ dose of indulgence!

Just released by South Australia’s largest confectionery and fruit snack manufacturer, Robern Menz, Menz Mini FruChocs are sure to be a hit with those after a mini fix of deliciousness.

“Following on the success of Menz GIANT FruChocs campaign, we were inundated with requests to make a ‘mini’ version of the product as well, we are excited that we now have a FruChocs product for everyone” says Phil Sims, CEO. “FruChocs are undoubtedly our flagship product because they’ve been such an integral part of the culture of being South Australian for over 60 years. With the increasing popularity of social mediums like Facebook and Twitter, FruChocs are now being discovered by a whole new generation of young South Australians and it is important to listen to what they want – a product that is readily available through convenience stores with a lower price point in a handy on-the-go pack. and something they don’t have to share!”

A chocolate bar alternative, Menz Mini FruChocs 50g are now available throughout South Australia at On the Run’s, Tip Top Liberty, K Foods, Foodland stores, IGA’s and other good convenience stores.

Five FruChocs Fast Facts!

1. The first FruChoc rolled off the production line in 1948;
2. Today more than 40 million FruChocs are produced every year;
3. In 2005, FruChocs were officially designated a BankSA Heritage Icon by the National Trust SA;
4. Celebrity FruChoc Fans include Sia Furler, Rove, Mark Holden and comedians Lehmo and Shaun Micallef;
5. FruChocs have their own Facebook Page with 23,000 ‘fans’.

**Issued by Foster Hill PR & Marketing on behalf of Robern Menz.
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