

For immediate release  
Singapore, October 19, 2010



## G'DAY SINGAPORE! EXCLUSIVE NEW AUSTRALIAN CUISINE DEBUTS AT NTUC FAIRPRICE

NTUC FairPrice stores go green (and gold) this October when they present ***A Taste of Australia*** at all 98 of its Singapore locations. From 21 October – 3 November Singaporeans can buy an authentic “Great Australian Bite” with delicacies from Down Under including nuts, chocolates, honey, muesli bars and fresh milk on sale.

***A Taste of Australia*** is sponsored by the Australian Made, Australian Grown (AMAG) Campaign which promotes genuine Australian products and produce globally. Currently more than 10,000 products registered with AMAG that meet the strict compliance criteria of the Australian Government’s Trade Practices Act, carry the iconic green and gold kangaroo logo. Australian products are recognised throughout Asia for their high quality and innovation.

Mr Tng Ah Yiam, FairPrice Managing Director, Group Purchasing, Merchandising and International Trading said, “With many Singaporeans now well-travelled, they look for a diverse range of products and are keen on items brought in from other countries like Australia. We are constantly looking for new partners to bring in a greater range of quality products for our customers and are excited to be partnering with AMAG.”

AMAG Chief Executive Ian Harrison says there has been a significant increase in want of Australian products in the region.

“Singaporeans are highly educated and more affluent than consumers in other parts of the region. They understand that Australian products and produce are of a high quality with stringent health and safety regulations, and they make their purchase decision based on that. This promotion is not only good news for the 15,000 Australians living in Singapore, but for all other Singaporeans who can now get a taste of Australia.”

From October 21 a wide range of products including distinct olive oil from Cobram Estate, award winning Bega cheeses, fresh juices, raw nuts, yoghurt and Australian wine will be on sale. People with a sweet tooth can try Tasmanian Honey from the Tasmanian Honey Company and Chocolate Grove Aussie Animal chocolates and the iconic Tim Tam chocolate biscuits.

As a bonus, shoppers will stand to win a trip for two to Perth and NTUC FairPrice gift vouchers during the promotion.

AMAG Chief Executive Ian Harrison will be in Singapore for the launch of NTUC Fairprice’s ***A Taste of Australia Fair*** on Thursday, 21 October at 6pm at FairPrice Finest at TripleOne Somerset. For interview opportunities, please contact Diana Jasudasen on +65 9118 2366 or email [diana@crocmmedia.com](mailto:diana@crocmmedia.com)

AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world.

[www.australianmade.com.au](http://www.australianmade.com.au)