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AMERICAN GOURMANDS GET A TASTE OF AUSTRALIA

Houston, TEXAS – American shoppers are about to discover that there is a whole lot more to Australian cuisine than beer and “shrimp on the BBQ”.

The Australian Made, Australian Grown (AMAG) Campaign in conjunction with Rice Epicurean Markets is showcasing some of Australia’s finest gourmet food and wine from January 26 until March 1 as part of the *G’Day USA - Australia Week 2011*. This is the sixth year AMAG has worked with US retailers to expand the distribution of Australian foods and beverages in North America but the first time Rice Epicurean, the oldest family-owned supermarket chain in Houston, has been involved.

“The Australian brands we’ve selected for this promotion are a great fit for our discerning customer base,” says Rice Epicurean Markets CEO, Scott Silverman. “From ultra-premium coffee, and award-winning cheeses and wines, to Australian lamb and world-class olive oils, these products represent some of Australia’s best exports,” he adds.

Customers will find the iconic logo on over 100 foods (50 SKUs) throughout the Houston retailer’s five stores including chef favourite Murray River pink salt, Brookfarm macadamia muesli, snacks and oils, Something Good allergen-free baking mixes and Tucker’s Natural savoury and dessert gourmet crackers.

“The AMAG logo is a certification trade mark so Americans and Australians living in the US can be reassured that when they see the logo they’re buying products that reflect Australia’s clean environment and very high food safety standards,” says AMAG Chief Executive, Ian Harrison.

The retailer is implementing a heavy promotion and sampling program to ensure customers really get a “Taste of Australia”, including over 44 live demos and 50 silent demos, each involving more than one product or suggested pairing.

Australia’s multicultural cuisine uses quality ingredients, simply prepared. Indian-flavoured Majan’s Bhujia snack mix, No Worries Natural Foods mountain bread, R Stephens organic Tasmanian Leatherwood honey, Robin Foods native flavored sauces, Punch coffee, and Madura tea reflect this food philosophy.

Also included in the promotion; cheeses from King Island, Moondarra, Murray Bridge, Mil Lel and Yarra Valley Dairies, Valley Produce Company gourmet fruit pastes, Waterwheel and Arnott’s crackers, Pinnaroo Hill and Yellingbo EVOO, premium wines from Penfolds and Saint Hallett as well as grass fed lamb and beef promoted by Meat and Livestock Australia.

“It’s important for us to keep our customers interested and engaged, working with the Australian Made Campaign to bring together the best food and wines Australia has to offer is a great way to do that,” says Silverman.

INTERVIEW OPPORTUNITY

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About Australian Made, Australian Grown: 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