



## THE FOOD EMPORIUM SHOWCASES DELICACIES FROM DOWN UNDER

New York gourmet Mecca, The Food Emporium, presented *A Taste of Australia* at all sixteen of its Manhattan locations. From January 15-28 New Yorkers were able to try and buy some of Australia's most iconic foods and beverages from Tim Tams to Coopers Pale Ale and King Island Roaring Forties Blue Cheese.

*A Taste of Australia* was exclusively sponsored by The Australian Made, Australian Grown Campaign (AMAG), a non-profit organisation that promotes genuine Australian products and produce globally. The event was part of the seventh G'DAY USA Australia Week program and received media and communications support from Australian Made's U.S. PR firm, Crocmedia America.

"G'DAY USA and Australian Made, Australian Grown share a common goal to raise U.S. consumers' awareness of the best Australia has on offer. Shoppers at The Food Emporium just need to look for our green-and-gold kangaroo logo to get an authentic taste of Australia," said Ian Harrison, Chief Executive of AMAG.

Products included distinct olive oil from Cobram Estate, Redisland and Pinnaroo Hill and award-winning cheeses including Mil Lel Parmesan, King Island Dairy Roaring Forties Blue and Yarra Valley Dairy Marinated Feta were on sale. Greg Norman Wagyu™ beef reared in Darling Downs, Southern Queensland is perfect with a full-bodied Australian red wine.

Popular beverages on offer included Balance Water's world first non-flavored functional water with native flower extracts from across Australia. Tasmanian Rain premium water, Australia's famous Coopers Sparkling Ale and Pale Ale and James Boag's beers are all from the remote island of Tasmania which has the cleanest air and water on the planet.

Other Aussie favorites included Brookfarm Macadamia Mueslis and Snacmacs, Majans Bhuja snack mix, Waterwheel Waterthins, Hakubaku organic noodles and Go Natural fruit and nut bars.

People with a sweet tooth were tempted to try Leatherwood honey from the Tasmanian Honey Company, Darrell Lea Soft Eating Liquorice, Tucker's Dessert Crackers, Cocoa Farm Wine Chocolate and the iconic Arnott's Tim Tam chocolate biscuit.

The hugely successful promotion generated wide publicity through the ABC Network, Food Talk radio show, WIN's News Radio, Supermarket News and many other media articles, radio and television placements, which promoted Australian Made and its licensees in January, reaching a potential audience of over 20 million people



## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.