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'True Blue' Aussie products on display at the Winter Fancy Food Show

Australian Made Pavilion Booths 3330 – 3342

January 17-19, 2010 Moscone Center, San Francisco

Los Angeles, CA (January 10, 2010) – Visitors to the **Australian Made Pavilion** (booths 3330 – 3342) during next week's Winter Fancy Food Show can be assured that the products on display are genuinely Australian thanks to the **Australian Made, Australian Grown (AMAG)** logo that features on the products' packaging.

The Australian Made Pavilion will feature foods including gluten-free baking mixes from **Australis Food Group**, single origin cheeses from **Yarra Valley Dairy**, native honey from the **Tasmanian Honey Company**, unique pickles from **333's** and New World olive oils from **Cobram Estate**. These companies meet the quality and manufacturing guidelines to qualify for the AMAG country-of-origin logo, which was established in 1986. The presence of the green-and-gold kangaroo on consumer product packaging symbolizes that the product is genuinely Australian.



"The Australian Made, Australian Grown logo clearly identifies products and produce as Australian. It is a registered mark in both Australia and the US. Retailers can be reassured that when they stock this logo they are buying products and produce that reflect Australia's clean and green environment and its very high standards for food safety," says Ian Harrison, Chief Executive of the Australian Made, Australian Grown campaign.

Industry experts including the 'Supermarket Guru', Phil Lempert, list 'knowing where your food comes from' as a key trend for 2010. "With the introduction of stricter Country of Origin Labeling (COOL) [requirements], shoppers are learning more than they ever expected," says Phil Lempert in the article 'Supermarket Guru's Top Food Trends for 2010'.

Australia is one of the most isolated countries on the planet making some of the most innovative, gourmet foods, the Australian Made logo is another guarantee for buyers and retailers of the quality and authenticity of the product.

To view these Australian Made, Australian Grown foods visit the Australian Made Pavilion at **booths 3330 – 3342 Moscone Center, San Francisco, January 17-19, 2010.**

For more information on these and other Australian foods in the U.S. visit **www.AustralianMade.us**.

About Australian Made, Australian Grown

Australian Made, Australian Grown is a country-of- origin campaign centered on the Australian Made, Australian Grown logo, which was established in 1986. The presence of the green-and-gold kangaroo logo on consumer product packaging symbolizes that the product is genuinely Australian.

More than 1,300 Australian companies are licensed to use the Australian Made logo on a range of almost 10,000 consumer products, sold in more than 30 countries.

All goods promoted in association with the trade mark must meet compliance criteria set out in a Code of Practice.

The iconic kangaroo symbol is recognized by 98 percent of consumers in the domestic Australian market and increasingly as Australia's global product symbol in international markets.

For more information on licensing and AMAG programs visit www.australianmade.com.au

For more information on AMAG products available in the US visit www.australianmade.us