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## The Food Emporium Showcases Delicacies from Down Under in January

NY retailer joins the G'Day USA festivities with new  
*Australian Made, Australian Grown products*

New York, NY (December XX, 2009) – **The Food Emporium** goes green (and gold) this January when it presents *A Taste of Australia* at all sixteen of its Manhattan locations. From **January 15-30** New Yorkers can buy an authentic “Great Australian Bite” with delicacies from Down Under including nuts, oils, cheese, chocolate, and premium meats on sale.

*A Taste of Australia* is supported by **The Australian Made, Australian Grown Campaign (AMAG)** which promotes genuine Australian products and produce globally. The event is part of the seventh **G'DAY USA Australia Week** program, arguably the largest foreign country promotion held annually in the United States.

“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,” says Mr. Ian Harrison, Chief Executive of AMAG. “Shoppers at The Food Emporium just need to look for our green-and-gold kangaroo logo to get an authentic taste of Australia.”

From January 15 products including 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 will be 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 include 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.

Aussie favorites including Brookfarm Macadamia Mueslis and Snacmacs, Majans Bhuja snack mix, Waterwheel Waterthins, Hakubaku organic noodles and Go Natural fruit and nut bars are destined to become pantry staples in the U.S.

People with a sweet tooth can 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.

As a bonus, when shoppers buy two or more of the Australian Made foods from The Food Emporium's Bridge Market store during the promotion they will receive a limited edition *donna hay* tea towel designed by the iconic Australian cook, whose trademark style of simple, smart and seasonal recipes all beautifully photographed have made her a worldwide food phenomenon. *donna hay* cookbooks are available at The Food Emporium.

-ENDS-

**Event Overview**

**What:** 'A Taste of Australia' - truly interesting and unique Australian foods

**Where:** [The Food Emporium](#) locations around Manhattan

**When:** January 15-30, 2010

**Why:** [G'DAY USA Australia Week](#)

**Who:** [Australian Made, Australian Grown](#) in conjunction with G'DAY USA

**About the Australian Made, Australian Grown Campaign**

AMAG is a not-for-profit organization that promotes the use of the iconic green and gold kangaroo logo on Australian made or grown products. All goods promoted in association with the trademark must meet compliance criteria set out in a Code of Practice.

Established in 1986, the Australian Made logo is recognized and respected around the globe and now appears on over 10,000 products, sold in over 50 countries.

For more information about Australian Made products in the US visit [www.AustralianMade.us](http://www.AustralianMade.us) or [www.australianmade.com](http://www.australianmade.com)

**G'DAY USA Australia Week**

Growing from its inception in 2004 and celebrating its seventh year, G'DAY USA Australia Week is now arguably the largest foreign country promotion held annually in the United States. It showcases all things Australian from trade and investment, food and wine, film, arts, fashion, lifestyle, indigenous culture and tourism. This twenty-day program of events highlights Australia's vitality as a place to visit, and a place to do business in the 21st Century.

For more information on G'DAY USA and related events see [www.australia-week.com](http://www.australia-week.com)

**Available for Interview**

Ian Harrison

Chief Executive

Australian Made, Australian Grown