

# MEDIA RELEASE

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## **BESTON TAKES OUT AWARD FOR BEST CHEDDAR CHEESE IN AUSTRALIA**

- Beston Pure Foods named Best Cheddar in Australia at 2017 DIAA Awards, becoming the first South Australian company to win this Award in over 30 years.
- Beston scoops a combined total of 19 gold and silver medals.
- Beston is continuing to expand with production of Parmesan and Mozzarella commencing this year.

It's official. Beston Global Food Company makes the Best Cheddar Cheese in Australia.

At the prestigious 2017 Dairy Industry Association of Australia (DIAA) Awards this week, Beston won the title Best Cheddar Cheese in Australia and the Christian Hansen Cup for its Beston Pure Foods (Edwards Crossing) Matured Cheddar Cheese.

The company also won a total of 19 gold and silver medals, achieving medal recognition for every product that was nominated in the Awards. The results come just 18 months after Beston re-established cheese making at Murray Bridge.

The Mable's cream cheese label, which BFC acquired in September 2016 and shifted production from Victoria to its factory at Murray Bridge, was awarded one gold medal and 5 silver medals.

Beston Pure Foods whey powder was also awarded a gold medal, the only product to achieve gold status in its class. The whey powder is produced at the Jervois factory which BFC also acquired in September 2015 in conjunction with the Murray Bridge cheese factory, after the business of the former United Dairy Power (UDP) went into Receivership.

"To follow up from our success in the SA Dairy Awards in 2016, where we won Champion Cheddar, and then to take out the National Award for the Best Cheddar Cheese in Australia at these highly competitive industry awards is quite extraordinary," BFC Chairman Dr Roger Sexton said.

"We believe our cheese makers are world-class and we are excited about the future of the products being produced in our factories at Murray Bridge and Jervois.

"Winning 19 Awards, plus the Christian Hansen Cup reinforced the strategy of BFC to focus on the production of premium food products and create a market niche where we could be a 'price maker' rather than a 'price taker' as with commodity type products.

"The timing could not be better as we introduce our food service range of Beston Pure cheeses and launch our Edwards Crossing and Mable's cheese ranges nationally across Australian independent supermarkets and convenience stores this month, including many IGA and Foodland stores.

"The Awards demonstrate what can be achieved when expert craftsmen are given the capacity and freedom to exercise their skills, and the whole of the communities of Murray Bridge and Jervois and indeed consumers across all of South Australia, get behind a business and lend their support."

Dr Sexton said that the Award was also a tribute to the State's dairy farmers who had returned milk supply to the factories after BFC acquired the factories from the Receiver. BFC acknowledged the support from

these farmers last year by producing a black waxed cheddar cheese called “The Tribute” and establishing a “cheese bank” from which a share of the profits will assist with the education of the children of dairy farmers.

Paul Connolly, BFC’s Master cheese maker said it was an honour to accept such a prestigious award.

“When you look at the names on the trophy, for a newcomer like us, from Murray Bridge in South Australia, to achieve this level of national recognition so quickly is unheard of. It is a testament to our fantastic and hard-working team who are committed to producing high end, premium dairy products.”

Dr Sexton also acknowledged the assistance provided by the SA Government towards the turn-around of the Murray Bridge and Jervois factories with the grant of \$2.5 million provided to BFC under the Regional Development Assistance program.

This grant had enabled BFC to move jobs from Victoria to South Australia after its purchase of the Mable’s Cheese business (trading as Australian Provincial Cheese), and expand employment at Murray Bridge with the more than doubling of production of “Mable’s”, the commissioning of a hard cheese line and the installation of a state of the art maturing room.

As a result of this new investment, the production of Parmesan has re-commenced at Murray Bridge after a five-year hiatus and production of other hard cheeses is underway.

Work has commenced at Jervois for the re-installation of a Mozzarella line which will come on stream in the last quarter of this year.

The CEO of BFC, Mr Sean Ebert said that BFC has sourced the best available technology in the world for its new Mozzarella plant and that components for the plant had now started arriving at Jervois.

“While we were disappointed that the Receiver had sold off the former Mozzarella plant prior to BFC acquiring the Jervois factory, we decided that we would take the opportunity to replace it with the latest state-of-the-art equipment and searched the world to find it”.

Mr Ebert said that BFC had already started employing workers to assist with the installation of the plant and more would be added as it comes into production.

Mr Ebert said “The Jervois factory has a reputation for many years of producing the best Mozzarella in Australia. We look forward to taking our “Mozz” cheese to the DIAA Awards next year”.

The Dairy Industry Association of Australia’s Awards of Excellence are an annual celebration of the best in Australian Dairy Products.

*Caption: Beston’s Master Cheese Maker, Paul Connolly accepts the trophy for Best Cheddar.*

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