

### **Beston Global Food Company Limited**

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## **MEDIA RELEASE**

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# BESTON GLOBAL FOOD COMPANY'S CONTRIBUTION TO SA, WINS THE COMPANY ITS 114<sup>TH</sup> AWARD

- Beston Global Food Company wins the 'New Product Award' (>15 FTE's) for its innovative adult snacking product, Fancy Bites, at the 2019 South Australian Premier's Food and Beverage Awards
- The prestigious awards program recognises achievements of individuals and businesses contributing to the state's economic growth

Last Friday night, Beston Global Food Company (ASX: BFC) won its 114<sup>th</sup> industry award, this time for 'New Product', acknowledging BFC's snacking product, Fancy Bites. This latest award is one that BFC is particularly proud of, as it represents recognition by the South Australian Premier of BFC's contribution to the state's Food and Beverage Industry and, importantly, to the growth of this great state's economy.

For the past 20 years, this prestigious awards program has recognised and celebrated the ongoing achievements of individuals and businesses transforming the South Australian Food and Beverage Industry, currently contributing 'almost \$20 billion to the Gross State Product and employing 152,000 South Australians' (Food South Australia website).

As for the product itself, Fancy Bites was launched under the Beston's Edwards Crossing banner into the market in June 2018 and was initially ranged by Woolworths nationally, with an exclusive range offered to the retailer. More varieties were developed and accepted by Metcash for all Independent stores (Drakes, Foodland, IGA etc) later in 2018 – and more recently by OTR Convenience Stores across South Australia.

BFC's CEO, Mr Jonathan Hicks says, "With the theme of the Awards this year being "Leading the Future", our 114<sup>th</sup> win absolutely recognises BFC as a leader of the South Australian Food and Beverage Industry and is a great testament to the innovation, vision and success demonstrated by BFC."

BFC is intent on keeping the production of Fancy Bites within South Australia.

"Fancy Bites 'flip & unzip' consumer pack is a first to market innovation and was designed and produced in partnership with Detmold Packaging," explains Mr Hicks.



"The multi award-winning cheddar cheese is produced at BFC's factory in Murray Bridge, under the guidance of our award-winning Cheesemakers. The decision to cube the cheese was a combination of moving away from the traditional sliced cheese in packets and to offer consumers an easy-to-handle cube to snack on.

"It was essential that the 'nibbles' offerings in the pack were of a healthier, yet typically snacking nature, rather than high-fat chip-like ingredients - and the final product is labelled and packed at Bedford Industries, a trusted South Australian business which changes the lives of people with disabilities.

"In fact, the commercialisation of Beston's Edwards Crossing Fancy Bites range is a great example of what can be achieved when South Australian companies collaborate," Mr Hicks said.

The product gained momentum quickly and in August 2018, Beston's Edwards Crossing Fancy Bites was awarded "Best Innovative Dairy Product" at the 2018 South Australian Dairy Awards.

In an industry focused on innovation and growth – in jobs and skills as well as in exceptional food and beverage products, BFC is certainly making its mark as a leader in the dairy industry, as is evidenced by this humbling endorsement.

Mr Hicks wraps up by encouraging all South Australians to add their support by trying Beston's Edwards Crossing Fancy Bites — and indeed, all their dairy products next time they go to their local supermarket. He says, "In doing so, you will not only be supporting job growth here in the Murray Lands and other regions of the state, but will also be supporting South Australia's Dairy Farmers."

## FOR FURTHER INFORMATION PLEASE CONTACT:

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## ABOUT BESTON GLOBAL FOOD COMPANY LIMITED

Beston Global Food Company is a proud SA multi award-winning company taking the best of Australian produce to the world with fresh milk supplied by valued Farmers. The company provides direct and indirect employment for nearly 300 people. For more information please visit: <a href="https://www.bestonglobalfoods.com.au">www.bestonglobalfoods.com.au</a>

29 November 2019 Page 2 of 2