

# PAGE

VALERINA CHANGARATHIL



YUMMY, YUMMY: Bianca and Tahlia Finelli enjoy Robern Menz's popular chocolate honeycomb at the FruChocs shop in Glynde. Picture: CALUM ROBERTSON

GROWING domestic and export demand for a single product in its portfolio has led an SA confectioner to hire seven more employees and put on an extra shift.

Glynde-based Robern Menz said its chocolate honeycombs, produced since 1985, were growing in popularity, with exports doubling in the past 12 months.

"We exported more than 10 million pieces last financial year to US, Japan, Singapore, Hong Kong, New Zealand and, most recently, China," said Robern Menz chief executive Phil Sims.

"This demand, specifically from Asia, has made making honeycombs, which is a unique product in overseas markets, Robern Menz's biggest area of production," he said.

Mr Sims said the seven fulltime employees added to the pool of 80 existing staff.

“This has resulted in a permanent second shift in the Glynde factory.”

The company said growth in demand was driven by changing tastes in Asia-Pacific countries.

Chocolate honeycombs are a favourite with Tahlia and Bianca Finelli.

“The girls and I just love to bake, and honeycomb cheesecake is one of our favourites, so honeycomb is a regular on our shopping list,” said their mother, Gabriella.

“We live just around the corner from the Menz Glynde factory and I do think it’s important to support South Australian businesses so we are always dropping in to get some supplies.”

Robern Menz is a 107-year-old, fourth-generation family run business, led by brothers Philip and Richard Sims.

The company’s brands include Menz Confectionery, including the iconic Menz FruChocs and Robern Fruit Snacks, and it has also collaborated with a number of local manufacturers, including Emmaline’s Country Kitchen and Nippy’s.