

HALL OF FAME

Top accolade for a much-loved local business



Phil Sims

IT HAS been a big 12 months for the Sims family, who have produced sweets of all shapes and sizes for the past 110 years.

Brothers Phil and Richard Sims have seen their Glyndebased company – Robern Menz – become a powerhouse not only across Australia, but the world.

The company, best known for producing FruChocs, signed an agreement with Nestlé to produce the popular Violet Crumble.

The family-owned company will spend \$4 million this year on a factory refit and is expected to take on an extra 30 employees.

But the good news does not stop there.

The company – which has been in the Sims family in four generations – has been inducted into the Hall of Fame in the inaugural Eastside Business Awards. The award recognises businesses which have operated in the Norwood, Payneham & St Peters district for at least 25 years.

“I think the Hall of Fame is about longevity, sustainability and survival, which our business has been able to do over four generations,” Phil Sims says. “We live in the local area and so do our staff, which is a real luxury for us.”

The company was started by the brothers’ great grandfather, Walter, who bought a grocery store in Unley in 1908.

After buying a factory near Mildura to help supply dry fruit, the family expanded their production to six sites across SA and Victoria.

Only eight years later, the company produced the first Menz FrucChocs.

The family relocated all of its fruit and confectionery production to the former Glover-Gibbs pie factory in Glynde in 1995.

"You just live, breathe and grow up with the company," Mr Sims says. "It is the lifeblood of the family as you are just at it all the time."

Robern Menz is at 71 Glynburn Rd, Glynde.