

SWEET RETURN TO SA FOR AUSSIE CHOC FAVOURITE

GIUSEPPE TAURIELLO

PRODUCTION of Aussie favourite Violet Crumble has returned to South Australia after more than 30 years, with local confectioner Robern Menz marking its maiden production run yesterday.

It follows a \$4 million upgrade of the company's Glynde factory, including the installation of equipment from the Nestlé plant in Campbellfield near Melbourne.

Robern Menz acquired the Violet Crumble brand from the Swiss food giant in January, adding to its other well-known products such as FruChocs.

The company secured \$750,000 from the former state government's Future Jobs Fund as part of the deal, as well as a \$900,000 loan from the Investment Attraction Agency.

Robern Menz chief executive Phil Sims said the company planned to breathe new life into the Violet Crumble brand without changing its century-old recipe and distinctive purple and gold wrapper.

"Part of the market pen-



PURPLE HAZE: India, 10, tries out the new Violet Crumbles at Robern Menz at Glynde.

Picture MATT TURNER

etration will be looking at further export markets," he said.

"Already a fair bit goes to the United States and to some Asian countries and we're looking to expand on that.

"We've seen some other

great Australian brands go by the wayside, so it's great with Violet Crumble that it didn't go the same way."

Robern Menz's plant upgrade will help it make six million Violet Crumble bars each

year. It will also employ an extra 30 staff.

Violet Crumbles have been made in Australia since 1913, but production stopped in Adelaide in 1985 when previous owner Rowntree closed its

South Australian plant. Trade Minister David Ridgway said the State Government would work with Robern Menz to reach new and expanding export markets.

"We'll be opening a trade

office in the US in the next couple of years so I can't wait to see Violet Crumbles in that trade office, and ultimately see maybe Nicole Kidman and Hugh Jackman eating a Violet Crumble in the US," he said.