

# Confectioner tops when it comes to the crunch

ERIN JONES



ADELAIDE confectioner Robern Menz has returned production of the iconic Violet Crumble to South Australia and invested \$4 million into its Glynde factory – and now it can add a major award to its list of 2018 achievements.



PURPLE REIGNS: India, 10, tries out a Violet Crumble at the Robern Menz Glynde factory and, inset, brothers Phil (left) and Richard Sims, owners of the company. Main picture: MATT TURNER

The fourth-generation family-run business, which started Menz confectionery in 1850, was last night honoured at the South Australian Food Industry Awards, which recognise industry excellence, leadership and innovation.

Food SA chief executive Catherine Sayer said there could be no arguing over the inaugural inductee for the Consumer Award Legend being Robern Menz.

"This company represents so much about what is great in our industry – a passion for excellence, the dedication to our state that underpins their business, and a product that thousands of consumers have again and again told us is their favourite," Ms Sayer said.

Robern Menz chief executive and co-owner Phil Sims said the award topped off an already successful year and reflected the hard work and commitment of the whole team.

"Being inducted as the inaugural recipient of the Legend award means so much to us as it demonstrates not only what industry professionals are thinking about Robern Menz and the FruChocs brand, but also how we are perceived by the public," Mr Sims said.

"We're enormously thankful for the loyalty we've received over the years, as a three-time winner of the Consumer award and now elevation to Legend status."

Winners of the awards were announced at the 20th anniversary gala dinner at the Adelaide Convention Centre, and included the Balfours baking company being inducted into the San Remo Hall of Fame.

A father and daughter in charge of a 61-year-old apple dynasty in the Adelaide Hills were also recognised for their leadership and industry contribution. Tony Ceravolo, of Ceravolo Orchards, won the Leader Award, while his daughter, Joyce, from Ashton Valley Fresh, won the inaugural Next Generation Award, recognising emerging industry professionals.

"Tony has long worked towards a thriving industry for all, and Joyce, who is making her mark leading the implementation of best practice in zero waste and sustainability processes, is also keen to encourage more women in the food and beverage industry into leadership roles," Ms Sayer said.

Primary Industries Minister Tim Whetstone said the winners and finalists were outstanding examples of SA's growing premium food and beverage industry.

"Congratulations to all the winners who uphold a strong reputation for their high-quality products and are well respected within the industry," Mr Whetstone said.