

\$1M GRANT WILL HAVE US POLLY WAFFLING



BAR NONE: Robern Menz chief executive Phil Sims with a Polly Waffle, which is set to make a comeback at the Glynde factory.

Picture MATT TURNER

BUSINESS

JADE GAILBERGER

IT has been 11 years since Polly Waffles vanished from shop shelves – but the beloved chocolate-coated marshmallow bar is a step closer to a sweet resurrection.

Robern Menz – which last year bought the brand name and recipe for the iconic bar from Swiss giant Nestle – has

been awarded a \$1 million grant to build a new production line.

It means the chocolate bar could start rolling off the production line in late 2021.

The project is expected to create 38 new jobs at the company's Glynde factory, where it already makes FruChocs and the Violet Crumble.

"It's a significant contribution and obviously gives us the confidence now to move forward with the project," chief

executive Phil Sims said. "I would hope there's production sometime in the back end of 2021. But if there's a few little delays that's fine, it's about getting the product right so it meets everyone's expectations and they're super-excited that it is back."

The confectionary company will now purchase specialised equipment needed for the \$5.2 million production line, which will take more than a year to build. Mr Sims said

COVID-19 restrictions could present some hurdles.

Industry Minister Karen Andrews said the funding was not about nostalgia for the great Aussie treat, which was first made by Hoadley in 1947.

"This will create jobs for South Australians and will further grow our already impressive food-manufacturing sector," she said.

"This funding will build on that history and position SA manufacturing to come out of

this crisis more resilient than ever. SA will play a critical role in helping our nation rebuild."

Ms Andrews will today announce \$48.3 million funding for 200 projects nationwide – 21 for SA worth \$6.4 million – from the Manufacturing Modernisation Fund.

SA will receive above its per capita share.

Sturt MP James Stevens said: "This means more local jobs and a much-needed confidence boost for the area."