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# MAGGIE BEER STEPS UP ONLINE SALES

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Listed food manufacturer Longtable, which makes the Maggie Beer range of luxury products, has stepped up its online business as Covid-19 lockdowns and restaurant closures affected sales growth, with the downturn especially apparent in April.

The Barossa Valley company told investors that its St David Dairy and Paris Creek dairy businesses had been hit by the pandemic, forcing the company to flex its supply chains to meet market conditions.

Food service sales were down, with increased home delivery of St David products partly making up the shortfall.

Maggie Beer branded products continued to perform well in retailers, with sales in the entertaining foods category softening.

However online sales strengthened and the company launched a home delivery service in Adelaide for fresh chilled products, adding to its nationwide ambient temperature product delivery services.

Longtable will launch five new Maggie Beer cheese varieties in Woolworths stores in June, bringing Maggie's cheese range to nine varieties.

The company also launched a new Cooking with Maggie series on social media which has generated more than 1.8 million views.

Picture: Maggie Beer farm shop

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By Peter Roberts June 1, 2020

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