

MILKING GREAT SA BRANDS TO RAISE THE BAR

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THERE'S a new all-South Australian sweet treat on supermarket shelves nationally and it's linked to iconic Aussie favourite Violet Crumble.

Local producer Bickford's, known for its cordials, iced coffees and other beverages, is producing a new Violet Crumble chocolate honeycomb flavoured milk at its Salisbury facility.

The new offering is part of a licensing arrangement with Glyndebased confectionery business Robern Menz, maker of the Violet Crumble and FruChocs chocolate brands.

Nailsworth-based Golden North, one of the nation's best ice-cream makers, is the milk supplier to Bickford's.

Robern Menz chief executive Phil Sims said the group was "innovating beyond the iconic bar".

"Collaborating with Bickford's has been a win-win for both businesses and to know that we are able to support other SA companies by sourcing local ingredients, like Golden North milk, means a lot," he said.

Robern Menz bought the Violet Crumble brand from global giant Nestle in early 2018, subsequently investing \$4m on a factory refit and extension and new warehousing.

The new Violet Crumble flavoured milk is available nationally through Coles Express, Caltex, Drakes, IGA, Foodland, Romeos, The FruChocs Shops and Bickford's online store Sippify.



Madi Elliott, from Robern Menz, toasts the arrival of the new Violet Crumble flavoured milk. Picture: Tait Schmaal

