



MEDIA RELEASE

STAYCRISP brand launches new Cauliflower Petite

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FOR IMMEDIATE RELEASE

Swanport Harvest, the largest growers of lettuce & broccoli in South Australia and known for their brand STAYCRISP, have introduced a new product to their range of value-added, fresh produce.

With the same concept and benefits as a Staycrisp Premium Iceberg lettuce, the new Staycrisp Cauliflower & Cauliflower Petite have had an overwhelming response among customers & consumers alike since it's launch into the market in May this year.

"Following the success of Staycrisp Premium Iceberg, we knew we were onto something and it gave us the confidence to expand on this concept and really persevere with the Staycrisp range" Don said. "We were the first fresh produce company in Australia to successfully implement and produce a fresh, perishable product in a bag that lasts twice as long in the fridge and contains no preservatives."

"We are really proud of Staycrisp Cauliflower, particularly the PETITE range. A variety that was developed just for us, the Cauliflower Petite is a convenient, half size Cauliflower (a baby Cauliflower) that is more tender and sweeter to eat."

Dons says that they have been so overwhelmed with the response to the bagged Cauliflower since its release into the market. He truly believes that, as well as being able to identify what the market wants, their persistence & hard work, consistency, concept & branding have all helped make this new product an instant success. Staycrisp has become a trusted brand in the South Australian market.

"Our customers are getting a product that is ready to display thanks to our customised packaging and trays. They have a product that, creates less waste and saves time, it needs minimal handling. Our consumers can enjoy the convenience of a product that is hygienic, preservative free and can be kept in their fridge for up to two weeks."

Swanport Harvest believes value-added, fresh produce that has an increased shelf life, is the way of the future. Their innovative, forward thinking is leading the way towards a dramatic change in the way fresh produce is presented in today's market.

Swanport Harvest have been supplying supermarkets and independent grocers in SA for over 50 years. They grow all year-round and therefore have the opportunity to offer a consistent supply of product. All of their lines (lettuce, broccoli & cauliflower) are distributed throughout SA & NT and they now have a select range in stores across NSW, VIC and TAS.

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