

MEDIA RELEASE

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THE FUTURE LOOKS GREEN FOR GOURMET GARDEN, A SUNSHINE COAST SUCCESS STORY

Sunshine Coast-based herbs and spices manufacturer Gourmet Garden is an Australian success story 12 years in the making, with a history as rich as the soil used to grow its lush, green herbs and exotic spices.

The Australian owned and operated business produces high quality organically grown herbs and spices in a handy, easy squeeze tube and has become a competitive global player exporting to US, Canada, UK, Europe, NZ & Asia.

Gourmet Garden was recently awarded the Product of the Year 2010* (sauces and marinades category) for its pioneering new Fresh Blends range including Thai, Moroccan, Mediterranean & Indian blends (*Product of the Year is the only independent consumer award that acknowledges innovation, through a survey of 500 people conducted by TNS.)

This success can be attributed in part to Gourmet Garden's patented technology – a world-first. The technology involves the growing and harvesting of Australian grown fresh herbs & spices with superior botanical oils. Crops are harvested under scientifically-defined, optimum conditions, with a dedicated team of agronomy specialists on hand to ensure the herbs and spices are picked when their antioxidant and natural oils are at their peak. The fresh herbs & spices, within hours of harvesting, are blended with a secret mix of rich antioxidants, oil, sugars and salt. The antioxidant and microbial properties of the fresh herbs together with the unique packaging ensure the fresh taste, colour and nutrition are retained. The product maintains its freshness for up to 3 months in the fridge.

The range includes 15 core products (basil, chilli (hot or mild), coriander, chives, dill, garlic, ginger, Italian herbs, lemon grass, mild chilli, parsley, rosemary, mint and oregano) also features the Fresh Blends range of Thai, Moroccan, Mediterranean and Indian – pre-blended herbs and spices in an 80 gram tube, plus a range of sachets.

“Most consumers love cooking with fresh herbs and spices but with increasingly busy lives, it's not always easy to have fresh herbs on hand or time to prepare them during the week.” says Gourmet Garden CEO, Nick White. “Our products are perfect for busy weekday cooking making it easy to create fresh authentic tasting meals in minutes.”

“We would love people to try our products in their everyday cooking instead of dry herbs & spices” says Jacqui Wilson-Smith Gourmet Garden Head of Marketing. “The leading brands of herbs & spices in supermarkets use imported herbs & spices. Our herbs are Australian and organically grown (with no pesticides)..... right here in Queensland! The taste difference, in say, spaghetti bolognese or simple pasta is amazing”.

Over the last 20 years, popularity of fresh herbs & spices has jumped considerably with the sale of fresh herbs projected to double by 2015*. (*Source: Synovate Aztec Shopper View presentation, March 2010) driven largely by the explosive popularity of TV and celebrity cooking shows re-igniting a trend towards more in-home cooking.

While Gourmet Garden is a clear success on our shores, the company has also established the reputation as one of Australia's leading exporters, with products found in the fresh produce section of some 14,000 grocers and supermarkets around the world, including Australia, the UK, Germany, Ireland, Spain, Sweden, the USA, Canada, New Zealand and Asia.

While Gourmet Garden is continuing its focus on global expansion, its true success actually lies in the kitchen. Gourmet Garden's goal is to make fresh herbs & spices easy for everyday cooking.

Celebrity chef and Gourmet Garden ambassador Dominique Rizzo is passionate about developing innovative food using quality, safe, clean, Australian organic fresh produce. With this in mind, she was happy to front the Gourmet Garden brand as she has a strong belief in the company's products and integrity.

"For me, Gourmet Garden is great for busy cooking. It enables the home cook to add fresh herbs & spices in seconds with no preparation or waste. Cooking with real fresh flavor not fat!" she explains. "And the uses are literally endless – there are thousands of things you can do with the range."

Gourmet Garden is the retail division of The Botanical Food Company, a privately owned Australian business. Visit www.gourmetgarden.com.au for further information.

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