

## FOOD INDUSTRY ASSOCIATION WA Inc

ABN 37 362 370 221

Postal Address: PO Box 64, KARRINYUP WA 6018

Street Address: 1 Underwood Avenue, SHENTON PARK WA 6008

Tel: (08) 6488 6648 Fax: (08) 6488 6640



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### **FOOD INDUSTRY ASSOCIATION TOAST TO EXCELLENCE IN WA'S F&B INDUSTRY.**

The 3rd Annual FIA Westpac Food and Beverage Industry Awards Ceremony took place on Friday June 25th, at the Hyatt Regency, Perth and followed in the success of previous awards nights. The ceremony was hosted by the popular Western Australian local and highly regarded national journalist, Channel 9 News reporter Dixie Marshall, with entertainment on the night from The Usual Suspects, a professional & dynamic cover band and a mesmerising show by Perth's leading magician and illusionist, Adam Murby, of recent Australia's Got Talent fame.

The formal event commenced with a sampling of WA's finest produce, followed by a gala dinner in the Grand Ballroom, with live entertainment throughout the night, and of course the announcement of the Winners of the 2010 FIA Westpac Food and Beverage Industry Awards.

The quality and detail of this year's applicants was of a very high standard and raised the bar once again showing the popularity and esteem attached to the annual Awards Ceremony. In total, close to 100 nominations were received, entering into the eight individual categories. Awards were presented for the Best Retail Product, Best Food Service Product, Innovation, Environment and Sustainability, Export, Excellence in Supply Chain, Best Marketing Campaign, Excellence in Service to the Industry and the overall Westpac Business of the Year Award.

#### ***And the 2010 Winners are...***

##### **Innovation Award Winner**

**Fonterra Brands Pty Ltd for their new range of Brownes Yoghurt and Grains**

*Finalists: Compass Group (Australia) Pty Ltd, Easy Living Green Products*

##### **Best Export Award Winner**

**Wescobee Ltd Wescobee Honey for their successful Alliance with Iwantani in Japan, growing exports of WA Jarrah and Organic Honey**

*Finalists: Alba Edible Oils, Craig Mostyn Group*

##### **Best Retail Product Award**

**The Chia Company The Chia Company for their new Retail Health Product Range bringing chia's benefits to Australian Consumers**

*Finalists: Anchor Foods, Rubra Coffee Roasters*

##### **Best Food Service Product / Achievement**

**Jus Burgers Pty Ltd; The Best Burger Bar in Australia & Pic Fresh and Perth Inflight Catering for their Picky Packs and Sandwiches –the lighter options of healthy meals for Food Service**

*Finalist: Compass Group (Australia) Pty Ltd*

### **Excellence in Supply Chain Award**

#### **Woolworths Supermarkets for their Perth Distribution Centre**

*Finalists: Anchor Foods, Craig Mostyn Group*

### **Best Marketing Campaign Award**

#### **Dardanup Butchering Company (DBC) for their Evertender Beef**

*Finalists: The Chia Company & Bakers Delight, Mrs Macs Pty Ltd*

### **Best Service to Industry Award**

#### **Jaymak Perth; Your Peace of Mind is Our Business**

*Finalists: Foodlink Food Service, Springer Foods*

### **Environment & Sustainability Award**

#### **Compass Group (Australia) Pty Ltd for their Origin of Food Innovative Catering Concept**

*Finalists: Coca Cola Amatil WA, Alba Edible Oils*

### **The Westpac Best Food & Beverage Business Award was presented to The Chia Company; For establishing a profitable new industry meeting consumer health and wellbeing trends in Australia and Overseas**

Since the company's establishment in 2005 and the evaluation of first trials of growing chia seeds in the Kimberley Region, The Chia Company is now the world largest producer of Chia with bulk exports to the US, NZ and South Korea.

The Chia Company has successfully launched a range of health products for the retail market with 20 fold sales increase since early 2010 and national listing in IGA, Health Food Stores and Terry White Chemists. Successful product trial to use Chia in bread, pasta, noodles, baked goods, beverages dairy and meat products, have lead to new product developments, as we have seen today .... Brownes Yoghurt and Ancient Grains by Fonterra, Anchor Food's Crusty Ancient Grains Bread Mix and the exclusive alliance between The Chia Company and Bakers Delight, that saw a Chia Bread Range launched in 640 stores nationally in February 2010. A great success.

The market response and resulting sales lead to a 200% growth of the Chia Company in 2009/10. Increased retail sales resulted in the farmers' confidence to double their planting to 2,000 ha this year. With stage two of the Ord River scheme, the industry is forecasts to grow to \$20 million over the next 5 years. The Chia Company has created a profitable and sustainable new crop option for the Kimberley area, benefiting the region by involving farmers in the Ord River Region, but also contributing to improving the diet of Australian consumers.

### ***Congratulations to The Chia Company and all involved Partners***

#### **SPONSORS**



**For more information please contact:**

Alison Kenny

W: [www.foodindustry.org.au](http://www.foodindustry.org.au)

E: [alison.kenny@foodindustry.org.au](mailto:alison.kenny@foodindustry.org.au)

T: 08 6488 6647