

January newsletter 2011

happy new year from the team at gershgoods!

2010 was a year of big changes at gershgoods, and 2011 is shaping up to be pretty huge for us too. We plan to have a few new people join our team over the next few months, so don't be surprised if you hear new voices on the phone, and start seeing some fantastic changes. Don't worry, we haven't sacked anyone, all your favourite gershies will still be here - but they will have more hands to help them complete their delicious missions. gershgoods is growing, but we will keep our focus the same; to source and deliver to you the finest food products from around the country. This year some of our existing ranges will be reviewed, refreshed and re-launched, and some great new ones are lined up to satisfy the demands of your customers and for your retail gastronomic pleasure.

new warehouse and slightly new address

It was a very short break for many of our hard-working team. Although we strictly observed the public holidays in the best Australian fashion, on every other available week-day we packed up our desks, loaded pallets and moved furniture into our new warehouse unit, just 4 doors down from the old one. Our new space is much larger and should allow us to work more efficiently as well as increase our range. We stayed in the same warehouse complex, so our new address will be very familiar, so please update your records carefully to show that we now are located in unit TWO (2) of 118 Somers st Lawson.

Nicholson fine foods foodservice sizes

Belgian chocolate mousse mix in a 5kg catering size is a seriously dangerous temptation for some of us who don't actually serve food to the public. For every kilo of dry mix you can make 5 litres of mousse, adding only cream and water. Peter Nicholson has made it super-easy by doing the costing for you too, with the cost of cream and water included it costs only 64c per 100ml serve. This is sure to be one of the best sellers in our foodservice range. The Blood Plum, Spiced Beetroot, Sour Cherry vinegars and Hibiscus Flowers also come in foodservice sizes. They are safely and conveniently packaged in PET plastic 825ml bottles and priced to splash around.

Kennedy and Wilson Easter products

The photographs to the right are not publicity shots. They were taken by Darren and Zoe when they visited Kennedy and Wilson in their production kitchen in the Yarra Valley a few years ago. The K&W Easter eggs, chickens and fish are all hand made with premium chocolate that is blended and conched in their small kitchen. This is truly hand-made artisan chocolate, and the gorgeous Easter range is made to order - so we are ready to take your orders NOW!. We have put together mixed boxes to make ordering easier for you, so you can simply select a mixed box of tissue wrapped easter eggs, a mixed box of cellophane wrapped fish or a mixed box of cute celo-wrapped chickens. You can also order these individually: individual easter eggs, fish (available in white, milk or dark chocolate), or chickens (also available in white, milk or dark choc), or the decadent hazelnut praline filled eggs. We have an order form to make it all easy, so please ask for a copy today if you haven't yet received it.

gingerbread bunnies

Karen and Dominic from the Gingerbread Folk have barely drawn breath from making and packing the incredibly popular Gingerbread House Kits, and already we are on their case again. Now we want Easter BUNNIES - lots and lots of individually wrapped Easter Bunnies. These little guys are made with all natural ingredients and packed with love and care in biodegradable plastic wraps. They come in well designed counter display units containing 24 - so all you have to do is pop them on your counter and watch them hop out the door. Orders close soon, so add them to your Easter order form, and fax it to us today!

cut off dates for Easter orders

Sydney east and inner west - order before 18th feb for delivery 16th march.
northshore & northern beaches -order before 25th feb for delivery 23rd march.
canberra and the A.C.T order before 11th feb for delivery 11th march
hunter valley & newcastle - order before 18th feb for delivery 18th march
southern highlands - order before 25th feb for delivery 25th march

