

## May newsletter 2011

### as featured in country style magazine...

In this months Country Style magazine, three of our fabulous suppliers were featured. Simply fine food lavoche, ashbolts elderberry concentrate, and malfroys gold honey. Each producer makes very different products in different states and regions, but each one is dedicated to high quality artisan Australian produce and simple stylish packaging. The publicity is well deserved, and will help to further each brands popularity. We have point of sale material available for each range - please ask us.

### simply fine food - new packaging new flavours

As pictured (right) in country style magazine, the delicious condiments made by simply fine foods have been re-packaged into a more modern, well designed pack. Both the 140g balsamic onion marmalade and 130g sweet red capsicum jam have great stackability, and sell really well when piled on a counter next to cheese. Both are a well balanced accompaniment to soft or hard cheeses. The perfect carrier for both, of course - is the simply fine foods lavoche. The current range includes organic and conventional lavoche, in bite size (pictured) or snack size. In June the range will be expanded with a new flavour; salt and pepper lavoche, and a new size; a 50g hamper pack. The salt and pepper lavoche is perfect with dips and the 50g hamper pack will be a huge hit for hampers and picnic baskets. We can't wait until they arrive, so if you are just as keen, place a pre-order today!



### FLAVOURS



### ashbolts elderberry concentrate

In winter this product really comes into its own. It is an essential ingredient in the gershgoods kitchen - great for sauces and jus with gamey meats, and lovely as a glaze. But the most fantastic useage is as a tea. Packed with antioxidants and vitamin c, it is the first thing we reach for when the winter chills start. Steep a few slices of lemon and ginger in your tea pot, and pour over a splash of elderberry. Just what the doctor ordered.

### welcoming new staff and a fond farewell to greg

After nearly 8 years delivering for gershgoods, our driver and friend Greg Atkinson has decided to move on. We will miss him dearly, but he leaves us to be with his lovely new partner Mira - so we are very happy for him and wish him all the best. Our new driver for the southern runs is Michael Bell-Smith, but our replacement for Sydney deliveries is still to be decided. Another new team member is Juliet Leahy our new sales representative for canberra, southern highlands and south coast. So stay tuned for more news, and look out for the new faces.



### new staff + new products = delivery runs

With Juliet on the road down south, as well as many fantastic new products lines, we have had to work quickly to establish new delivery runs to cater for all our new customers. Our new monthly delivery schedule for each of the areas south of Sydney is:

**week 1** (1st thursday) **south coast stanwell park - batemans bay**

**week 2** (2nd thursday) **canberra and the ACT**

**week 3** (3rd thursday) **southern highlands and surrounds**

**week 3** (3rd friday) **hunter valley & newcastle**

**week 4** (4th thursday) **canberra and the ACT**

please ensure your orders are in before close of buisness Tuesday for Thurs delivery

