



## Tilda Steamed Basmati

Tilda, the world's leading Basmati rice brand, has announced its plans to breathe more life into Australia's \$9.7 million microwave (pre-cooked ambient) rice category with the launch of Tilda Steamed Basmati, a new wok-ready and microwaveable Basmati rice brand.

By introducing a range that appeals to more 'quality-conscious' consumers, Tilda will transform the way consumers view rice and drive incremental growth in the category.

Growing at over 24 per cent in value annually, the microwave rice category is already outpacing the growth of its carb competitors. With microwaveable rice penetration sitting at below five per cent, there remains significant scope for growth in the sector. This stands alongside the Basmati rice sector which is worth \$24 million.

The finest Basmati and natural ingredients have been partly steamed, enabling consumers to complete the cooking in just two minutes.

Launching now, the eight-strong range aims to prompt quality-conscious consumers to buy into the category. [www.tilda.com](http://www.tilda.com)

## Just Add FIJI® Water

World's hottest hydration accessory partners with the Cadbury-Schweppes beverage portfolio in Australia for national sales and distribution.

FIJI® Water, a leading premium bottled water brand, recently announced a partnership with Cadbury-Schweppes Australia that will add FIJI Water to its portfolio of brands for national sales and give the company distribution rights. This new partnership will mean that Australians from coast to coast will be able to enjoy FIJI Water.

FIJI Water commenced operations in Fiji in 1996 and is now a successful global brand available in more than 40 countries. Launched into the U.S. market ten years ago, FIJI Water continues to enjoy double digit growth year on year and is poised to become the number one premium bottled water brand in the U.S. The brand has been experiencing similar success in Australia since its launch into the market in 2003.

Darryn Wallace, General Manager, Beverage Category, Cadbury Schweppes said "we are most excited to welcome FIJI Water to our bottled water portfolio. As a company this will strengthen our total beverage portfolio. Building on having a well established mainstream water brand in Cool Ridge, FIJI gives us a strong entry back into the premium still water category".

FIJI Water, a natural artesian water, is an excellent choice for a healthy lifestyle as it contains naturally-occurring minerals and electrolytes including silica, magnesium, calcium and bicarbonate.

Bottled directly at the source on the Fijian island of Viti Levu, FIJI Water starts as rainfall, which filters through the rock over hundreds of years, gathering such minerals along the way.



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Other products available:  
 ~ Auto Entrance Gates  
 ~ Electronic Security Systems  
 ~ Semi & Fully Automatic Slicers  
 ~ Cheese Grater and Cutters  
 ~ 20 Litre Dough/Cake Mixers  
 ~ Security Pedestal  
 ~ Printing Scales  
 ~ Vacuum Packing Machines

# NEW!

## TROLLEY BASKET

*The brand new supermarket basket*

Made under license to European standards this high-quality trolley basket is set to revolutionise the shopping experience for both customers and store owners. This innovative basket holds 30% more stock than an ordinary basket whilst providing convenience for customers who often struggle to carry a regular basket full of goods.



**Product Specifications:**  
**Volume:** 28 litre  
**Measurements:** 490 x 335 x 350 cms  
**Colours:** Red, Blue, Black, Yellow  
**Wheels:** 4, including 2 Rear Swivel wheels  
**Logo:** Your store logo can be included for orders over 50

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 DEAL