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PRESS RELEASE

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Regional Australian food company takes out best international product

An Australian manufacturer has won Best New Grocery product at the world's largest organic trade show.

New South Wales's Right Food Group in Murwillumbah won the prestigious award with its Organic Noodle Kitchen product at the Biofach World Organic Trade Fair in Germany.

The Organic Noodle Kitchen range has six packets of traditional steam, curly soup and instant noodles beating hundreds of other entries in the cooking and baking category.

Its range of distinct noodle flavours - beetroot, charcoal, aoba, udon, spirulina and whole-wheat - beat hundreds of other entries.

BioFach has over 40,000 visitors across the globe and this year it featured over 600 new products.

The Company's General Manager Neil Sallaway says, "This was our first time at the prestigious BioFach Fair in Germany. We entered the competition for experience only so we are still astonished that it beat the rest of the world in the new product competition."

Manager of Australian Organic Holly Vyner says "Congratulations to the Right Food Group. This is the first time an Australian company has won the award.

"Many of the entries in the competition were from large international corporations so it's an achievement for a regional New South Wales-based company to take out the award."

Australian Organic hosted a stand at BioFach World Organic Trade Fair. It was joined by a dozen Australian organic companies and 2012 Australian Gourmet Traveller Restaurateur of the year, chef Mark Best, who served up a range of gourmet organic morsels.

Meat group Arcadian Organic Meat Company with the support of Meat and Livestock Australia was a major feature of the stand.

The Company's Alister Ferguson says, "We received good interest on our range of grass-fed organic beef and lamb with some solid inquiries that we will work towards turning into business in the coming months.





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“It was great to see the range of organic offerings now available throughout the world which really bought home how main stream the organic industry has become.”

Contact Australian Organic media Kathy Cogo 07 4771 3714 | 0466 015 183. Photos available.

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