



*"Together we create moments to
delight, savour & share"*

PRESS RELEASE

Bonzer! Darrell Lea Soft Eating Liquorice continues to innovate!



Sydney, Australia, May 2009-Australia's Darrell Lea Pty Ltd is pleased to announce the introduction of two new NATURAL flavor products; Yogurt Coated Raspberry Soft Eating Liquorice and Liquorice Allsorts.

We don't like to big-note oneself (brag) but Yogurt Coated Raspberry Soft Eating Liquorice is another Darrell Lea innovation! The perfect combination of creamy yogurt and summer raspberries make this a great tasting Soft Eating Liquorice. And best of all, the great flavor and color is derived from natural sources!

Holy dooley! (My goodness!) Darrell Lea Liquorice Allsorts are big and chunky, soft and colorful! Share the fun of Liquorice Allsorts with kids of all ages! And best of all, the great flavor and color is derived from natural sources!

Henry Fowlds, Global Sales Manager for Darrell Lea commented, “We are very pleased to be adding these exciting new products to the Darrell Lea product range in the US market. We know that the American consumer has a lot to choose from when it comes to confectionery, but we are sure they will really enjoy these innovative and authentic liquorice products. Or as we like to say in Australia, “ridgy didge”. These are genuine!

Both products are sold in 6.5 oz (185g) peg bags that have the authentic kraft paper feel to them. They are packed 8 to the display ready case. The SRP is \$3.99.

These two new products join the growing line up of Darrell Lea Soft Eating Liquorice products that include Original (Black), Strawberry, Green Apple, Raspberry and Mango.

Darrell Lea is also pleased to announce the May 2009 launch of it’s new US website-darrelllea.com. The website has everything you want to know about Darrell Lea, it’s products and Soft Eating Liquorice.

Darrell Lea, one of Australia’s oldest confectionery companies was founded in 1927 and is still a family owned business. Darrell Lea is Australia’s #1 manufacturer and marketer of liquorice. The company invented Soft Eating Liquorice in 1957 and continues to provide innovation leadership to the liquorice category.

Darrell Lea is exhibiting at the All Candy Expo in Chicago, May 19-21, 2009. We invite you to stop by booth # 2430 to taste our new products or “give it a bur!” as we like to say Down Under!

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