



Media Release

October 2007

## **HAPPY BIRTHDAY DARRELL LEA!**

### **80 YEARS YOUNG**

Australia's own chocolate and confectionery retailer, **Darrell Lea**, is proudly celebrating its **80<sup>th</sup> Birthday!** Over the past eight decades, the company has evolved from humble beginnings selling confectionery from a pushcart to a vibrant business with a national and international presence and remains a 100% wholly owned (4<sup>th</sup> generation) Australian family business.

But if your memory of Darrell Lea does not extend back quite this far then perhaps you've occasionally wondered.....

.....**How did Darrell Lea get its name?**

Their first confectionery shop was opened in Sydney's Haymarket in 1927 and the founder, Harry Lea, named this shop after his youngest son Darrell.

.....**What inspired those classic original smock uniforms?**

The idea for the original Darrell Lea uniform came from adding a big bow to an artists smock such as that work by the ticket writers at the Haymarket Theatre located next door to the original shop.

.....**What were the first Darrell Lea products ever made?**

Bulgarian Rock and Peanut Brittle were the very first Darrell Lea confectionery products made, and both are still sold today!

.....**Always loved their decadent Easter Eggs - but did you know?**

Darrell Lea was the first chocolate maker to be recorded in the *Guinness Book of Records* for producing the largest single Easter egg at 895kg.

.....**How much liquorice does Darrell Lea make in their liquorice factory?**

447 million strands or almost 40,000 km of soft eating liquorice is produced at the Darrell Lea factory each year – enough to cross Australia 10 times!

Darrell Lea liquorice is now exported and is available worldwide in over 10,000 outlets.

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To celebrate all things chocolate and indulgent, Darrell Lea are offering all Australians the chance to win the ultimate birthday present – **over \$250,000 worth of Darrell Lea** - with a fun in-store scratch 'n win competition\* for 6 weeks from October 8, 2007. Customers have a 1 in 5 chance of winning prizes from chocolate boxes to nougat bars or gift hampers.

### **A year's worth of Darrell Lea is also up for grabs!**

Call 1300-669-405 or visit [www.dlea.com.au](http://www.dlea.com.au) for the location of your nearest Darrell Lea store and stockist.

**Released on behalf of Darrell Lea by Kardan Consulting  
For further information please contact:  
Christine Viner or Karen Bristow on (02) 9967 3245**

**\* 80th Celebrations Scratch 'n Win Competition**

To receive an instant win scratch card, customers must make a purchase of \$8 or more at a participating full range Darrell Lea store. The promotion commences October 8, 2007 and entries close on November 20, 2007.

Customers have a 1 in 5 chance of winning with **120,000 INSTANT WIN prizes** up for grabs including nougat bars, soft eating liquorice, peanut brittle, assorted chocolate boxes, gift hampers and reductions off your next Darrell Lea purchase. The total maximum instant prize pool is \$253,250. Authorised under NSW LTPS/07/24015, ACT TP07/03267, SA T07/3603, VIC T07/3557

For full conditions of entry and prize details ask in-store or go to [www.dlea.com.au](http://www.dlea.com.au)