



News Release

November 4, 2005

## **DARRELL LEA GOES 'SOFT' ON INTERNATIONAL LIQUORICE MARKETS...**

### **...WITH TASTY PLANS TO ROLL OUT 83,000KM OF ITS LIQUORICE TO THE WORLD!**

With Australians already enjoying 50 million strands of Darrell Lea's famous soft eating liquorice each year, the company today announced its resolve to convert liquorice lovers around the world to our own much loved liquorice, with the opening by the Acting Leader of the Nationals and Federal Minister for Transport and Regional Services, the Hon. Warren Truss, of its new \$11 million state-of-the-art, export liquorice production facility.

The new production facility is capable of producing more than 252 tonnes of liquorice per week or 83,000km of liquorice each year – enough to stretch twice around the world!

Located next door to its current head office and factory premises in Sydney, the liquorice plant will position Darrell Lea as not only Australia's leading manufacturer and retailer of soft eating liquorice, but as a serious player on the world stage. Their liquorice is now sold in more than 8000 retail outlets around the world – a number which is growing every month.

Since the launch of its famously fresh and pliant soft eating liquorice almost 50 years ago, Darrell Lea has introduced Australians to the concept of flavoured liquorice with its range of four flavours including traditional black aniseed, strawberry, green apple and mango. The new facility will allow Darrell Lea to extend their specialist liquorice products to the world.



MP Warren Truss & Darrell Lea CEO  
John Tolmie on the Liquorice Line

In recognition of the importance of this facility to Australian trade, the factory was officially opened by the Hon. Warren Truss, Acting Leader of the Nationals who said: "It is inspiring to see that a company with such a proud Australian tradition and history has adapted so well to changing times and circumstances."



Warren Truss opening the Liquorice Factory

"I am sure that Darrell Lea will have a lot more to celebrate as they look to expand their business further through new export markets," he added.

Darrell Lea CEO John Tolmie said "our soft eating liquorice exports have grown exponentially from zero to a healthy figure of \$8 million dollars over the last five years and are forecast to rise to \$25 million over the next five years with our new manufacturing capability."

"And, whilst we are hugely appreciative of the role our Aussie exports have played in extolling the virtues and uniqueness of our product overseas, we are no longer content with just shipping the odd bag or two through our online service to satisfy curiosity or a homesick compatriot's cravings," Tolmie laughed.

"After the success of our initial sampling activities, we are extremely confident that even in the more established markets where a liquorice culture does already exist, that once they try, they will buy!" he enthused.

If early indicators are anything to go by Tolmie's self assurance appears justified with the company having successfully listed all four flavours in the key markets of the USA, Canada, UK, South Africa and New Zealand.

**For more liquorice facts and figures please refer to the LIQUORICE FACT SHEET**