

## Rebranding Spudcutter Poultry grows

The Australian Carob Company, based in Booborowie, has rebranded their current line of packaging, which clearly labels their new identification as a fully certified organic business.

As the largest commercial carob processor in the country, The Australian Carob Company produce their own product range for consumers, while also supplying manufacturers with a quality, delicious Australian-grown carob for value-adding products.

Michael and Jam Jolley, owners and managers of The Australian Carob Company are proud to supply Australian consumers with 100 per cent Australian grown, made and manufactured carob products, including kibble snack food, roasted and raw powder for cooking and a delicious syrup for dressing desserts, drinks and cereals.

"We wanted to give our products a new look, while also updating the current information on the packs," Michael said. "We hope the new packaging will attract more consumers and help grow our sales further."

"We have used similar colour schemes and branding to our old packaging, but have modernized the overall look," he said.

The Australian Carob Company



The new look packaging from The Australian Carob Co.

are also proud to announce they are now distributing their products to the United States, with agent Carobou Truffle Company.

"Both myself and Jam are very excited to be entering the U.S. market with such a great team who really support our products and we know Scott and Lesley from Carobou Truffle Company will represent our company very well within the U.S. market," he said.

For more information visit [www.australiancarobs.com](http://www.australiancarobs.com).

Local Clare Valley producer, Spudcutter Poultry have added new lines to their existing range, including breast fillet schnitzels, gourmet sausages (the most popular the Duck 'n' Chook sausage) and a range of duck products.

Lisa Williams, owner of Spudcutter Poultry said the business is growing, and the sales are increasing each month.

"We have noticed a vast increase in the sales of carcasses, livers, hearts," Lisa said.

"People are embracing a more whole use of the animal, which is refreshing."

"I think the paleo diet has had a massive influence on the sale of these particular items. We are also starting a new chicken patty this week."

"Popularity of duck has skyrocketed in part, I think, due to the cooking shows, and it's delicious! I sell whole ducks, duck breast, livers, carcasses and obviously in the duck n chook sausages."

"We can sell as many duck products as we can process every week."

"All our sausages are gluten and preservative free," she said.

The distribution of Spudcutter Poultry is also expanding, with regular deliveries around the Mid North.

"We still have our regular direct marketing deliveries around the mid North, but we also do Farm Direct Market at The Old Spot Hotel at Salisbury every Saturday, which has been an amazing success," she said.

"People seem to love the idea of the products coming from the Clare Valley and appear to be making an informed choice when it comes to purchasing ethically produced produce."

"We also have some of our duck products stocked at The Fresh Egg Shop which adjoins the Dutch Pantry in Klemzig."

For more information, contact Lisa Williams 0427 462 281 or email [lisa.steve2@bigpond.com](mailto:lisa.steve2@bigpond.com).

**The Australian Carob Co.**

Carob is a natural plant, which produces pods from the branches of its tree. From these pods, Carob powder is made by removing the seeds into shells and then grinding and sifting into the powder form. It has a unique taste, which adds sweetness to anything with the same taste as sweetening, pastries, muffins, cakes and more.

**Carob Bliss Balls with Carob Bliss**

**Ingredients:**  
 1 1/2 Cup Butter  
 1 Cup Coconut Sugar  
 1/2 Cup Sesame Seeds  
 2 Eggs (Free Range Eggs)  
 2 1/2 Cup Soft Rolling Flour  
 1/2 Cup of Salt  
 1/4 Cup Sesame Oil Powder  
 1/4 Cup Oil

**Method:**  
 Cream the butter, sugar, vanilla and eggs together. Then add the flour, Sesame seeds of both, carob powder, salt and vanilla. Mix and place into a 20cm cake tin. Preheat oven to 180°C and bake for 40-45 minutes or until cooked.

**Nutritional Information**

Serving Size	20g	100g
Energy	1000kJ	4000kJ
Protein	1.0g	4.0g
Fat	10.0g	40.0g
Carbohydrate	10.0g	40.0g
Sodium	0.1g	0.4g
Fibre	0.1g	0.4g

**Gluten Free**  
**Dairy Free**  
**Coffee Free**  
**GMO Free**

**Ingredients:**  
 Australian Organic Carob  
 No Added Sugar  
 No Preservatives  
 No Artificial  
 No Colours

**Other Claims & Information:**  
 www.australiancarobs.com  
 100% Australian Grown Carob  
 100% Australian Made  
 100% Australian Owned  
 100% Australian Produced  
 100% Australian Packaged

Another packet from Australian Carob Co.

**Recipe: Carob and Coconut Bliss Balls:**

- Ingredients:**  
 1 Cup of Almonds  
 1 Cup of Walnuts  
 1 Cup of Dates  
 2 Tablespoons of Roasted Carob Powder  
 2 Tablespoons of Butter  
 1/2 Desiccated Coconut for rolling
- Method:**

Blend almonds and walnuts. Add all the ingredients and blend until even, crumbly but slightly sticky mixture is formed. Press 1 teaspoon mixture into balls and roll in coconut. Store in fridge or freezer for firmer texture or in an airtight container for a softer texture.

Recipe thanks to the Australian Carob Company.

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