

# SUNFRESH MARKETING CO-OP LIMITED

Trading as



## **PRESS RELEASE - 25<sup>th</sup> May 2017**

**Sunfresh Marketing launches 100% natural and long-lasting avocado pulp – Sunshine Coast first, revolutionising the avocado industry worldwide.**

Sunfresh Marketing Co-Operative is excited to announce the launch of their new processing facility and new 100% natural avocado pulp products.

Based on the Sunshine Coast, Sunfresh has spent a number of years working to develop a new processing plant for their latest product. This world first is set to revolutionise the avocado industry, both nationally and internationally.

Sunfresh will use newly developed, purpose built equipment to allow it to process avocados and pack in vacuum-sealed bags. This product is 100% natural avocado with no chemicals or preservatives added AND it does not brown! It has a long shelf life, utilising a unique process that is a world first, enabling broad distribution in Australia and worldwide.

Where restrictions and protocols, based around a country's biosecurity, have previously prevented avocados being imported to a number of countries, this innovative technology opens export opportunities and new markets. This was recently recognised with Sunfresh Marketing's presence at the Hotel and Food Exhibition (HOFEX), an international exhibition of global fine food, drink and hospitality products, in Hong Kong.

Sunfresh Marketing Deputy Manager, Evan Heidemann, says "The product was very popular at HOFEX. There was strong interest and overwhelming excitement for this product and its world first innovative technology. It was clear that there is strong demand for the product."

This is an important outcome for Sunfresh and the avocado industry, with interest shown from many countries around the world. It is set to provide huge opportunities for growth.

Sunfresh currently represents over 170 growers throughout Queensland, all of whom will benefit from the opportunities generated by this technology and the new processing facility at Coolum.



CO-OPERATIVE MARKETING WITH SUNFRESH

Sunfresh celebrated the official launch of the product at Coolum on Thursday evening. Industry representatives were given the opportunity to tour the facility and view the new equipment in action.

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

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For further information or interviews, please contact:

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Further information and images for the purpose of media stories can be found on:

[www.sunfreshavocado.com.au](http://www.sunfreshavocado.com.au)



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