

SWEET SATISFACTION: LOGO INCREASES CONSUMER AWARENESS FOR FYNA

GENERATING consumer awareness about its products' origin is a major priority for Fyna Foods.

For over sixty years the Victorian manufacturer has been spoiling sweet lovers with its rich variety of sugar paste extruded confectionery and chocolate products. It is now recognised as the largest sugar paste extruded confectionery manufacturer in the Southern Hemisphere.

Employing over 150 staff, the business continues to expand through product development and strategic acquisitions. Alongside its own Fyna brand, Fyna Foods manufactures under the Fyna Naturally Fun, Wizz Fizz, Ballantyne and Pink Lady Chocolate brands.



As Managing Director Simon Armstrong (pictured above, right, alongside City of Casey Mayor Cr Lorraine Wreford and Australian Made, Australian Grown (AMAG) Chief Executive Ian Harrison) explains: "we want to communicate to our consumers that we are not only an Australian manufacturer but we use local ingredients wherever possible. Fyna found the best way to communicate this was through the use of the well known and recognised AMAG logo. This in turn would give consumers the confidence that these claims are genuine."



Over the last 18 months Fyna Foods has included the famous green and gold symbol on the front of the packaging of six of its products – Wizz Fizz Cones, Wizz Fizz Original Sherbet, Wizz Fizz Strawberry Sherbet, Wizz Fizz Fruity Pops, Fyna Naturally Fun Fruit Stix and Fyna Naturally Fun Musk Stix.

It uses the Product of Australia descriptor, meaning all of the products' significant ingredients come from Australia and all or nearly all of the manufacturing or processing is also carried out in Australia.

"Consumer feedback and customer satisfaction has proved that the new logo is a beneficial marketing tool for generating awareness," Mr Armstrong says.

"With the majority of confectionery products produced off shore these days, the AMAG logo acts as a key point of difference and by using the Product of Australia descriptor it enables consumers to hold positive, unique and favourable associations about Fyna Foods."

To find out more about Fyna Foods visit www.fynafoods.com.au or call 03 9215 4200.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.