

## GROOVY CHOCOLATE EMBRACES SWEET MARKETING TOOL

The AMAG logo adds a very sweet touch to Groovy Chocolate's performance. As the name aptly suggests, Groovy Chocolate makes hip, edible treats like printed chocolates and Advent Calendars. The manufacturer started trading in 2006 and three years later began using the AMAG logo on its products' ingredients labels and its website.

"Personalised chocolate is sometimes perceived to be a product that's made to the cheapest price, frequently made overseas, and having questionable taste," Owner James Macdonald explains. "All of our products are made locally with high quality ingredients – as we believe taste is as important as appearance - and the AMAG logo helps us stand out and distance ourselves from other chocolate companies who may have similar but inferior products."

And even though debate surrounds country-of-origin claims and food labelling laws within the food and beverage sector, Macdonald says he has never been questioned about where the company's products originate from.

"Our customers and visitors to our stands at trade expos have always been very pleased to know that our products are made locally," Macdonald says. "The AMAG logo backs up our claims and gives them confidence that it's fact rather than a sales pitch. The green and gold triangle is proof enough."

The business sells directly to clients, including other businesses looking to promote themselves or reward staff and clients as well as individuals looking for gift-giving treats. This is done primarily online and through various promotional product companies. Staff numbers vary according to season which routinely peak at Easter and Christmas.

"We were busy right up to Christmas Eve last year and were glad for a few weeks off to recover," Macdonald recalls. "January is normally very quiet for us, however this year has proved to be very different and the amount of enquiries we've had over January has taken us by surprise. We are already taking orders for Easter, and have had a number of enquiries for Christmas 2011 as well."

The early orders are a good indicator that locally made printed chocolate is becoming more sought after. The firm has changed a lot in the last five years, experiencing growth in turnover and market awareness. It has been able to purchase new production equipment and will continue to extend its product range and staff in the coming years.

"We have often had to go up against overseas suppliers which can be difficult to compete with on price alone. The AMAG logo has helped convince many businesses to keep the business local and if it costs a little more to do so, they are still happy to proceed knowing the end product will be of a higher quality."

To find out more about Groovy Chocolate visit [www.groovychocolate.com.au](http://www.groovychocolate.com.au) or call 0437 GROOVY (476 689)



## 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.