



Media release

For immediate release

The best stuff about 1942 – AktaVite celebrates 65 years with search for creative new recipes

What do Aretha Franklin, Jimi Hendrix, Paul McCartney, Carol King, Barbara Streisand, Britt Ekland, Martin Scorsese and Billy Conolly have in common? Like perennial favourites, Bing Crosby's White Christmas, Casablanca, Bambi and Australia's very own AktaVite, they hailed from 1942!



It was 1942 when Aussie's enjoyed their first AktaVite milk drink, and discovered the joy of crunching on a uniquely Australian, AktaVite sandwich! Sixty-five years on, there is still nothing as versatile as AktaVite - Shaken or stirred in icy cold milk or sprinkled on ice cream as a Summer treat, or to warm up Winter with a delicious and nutritious hot chocolate.

AktaVite, the only truly Australian chocolate drink available today, is so steeped in its Aussie heritage, that it is in fact the only known product that remains true to its original manufacturing process, being produced by the same method and machine since it was invented in 1942. The machine which takes pride of place in AktaVite's production plant in Dandenong in Victoria, was custom made exclusively to produce AktaVite right down to its dual separators which create the small dissolving pieces and the larger bits that give AktaVite its unique crunchy texture and

goodness!

Being the most nutritious chocolate milk additive available both then and today, AktaVite has also remained true to its original recipe and is the only one to boast folate in addition to Vitamins C & D, Thiamine, Riboflavin and Niacin as well as being a good source of calcium and Vitamin A, low in fat and dairy free. Naturally good, AktaVite contains no dairy, trans fats, artificial colours, flavours or preservatives. It has also recently been Halal and Kosher certified.

AktaVite has fresh new packaging to celebrate its 65th anniversary, but still retains its bright orange colour to ensure it remains easily identifiable with the three generations that have grown up on it. Available in 150gm tins for \$2.79 or a generous family sized 375g tin for just \$5.00.

For those on the go, AktaVite also now has ready to drink tetrapak packs blended with delicious, creamy milk from happy cows, in the lush green pastures of Northern Tasmania. The 200ml popper packs which are available in packs of three for \$3.45 are ideal for the kids' school lunch boxes or a nutritional everyday treat with everything a growing body needs.

So that new generations of kids can look forward to creative new ways of enjoying this classic Aussie treat, Aktavite is searching for fun new recipes. Get creative and invent your very own Aktavite recipe and you could win an Aktavite gift pack. Simply submit your favourite AktaVite recipe to sales@myerton.com.au and if your recipe is then published on the "serving suggestions" page, you'll receive a large tin of AktaVite with an AktaVite shaker!



AktaVite is available through major supermarkets nationwide or for your nearest stockist please call: 1300 135 715

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