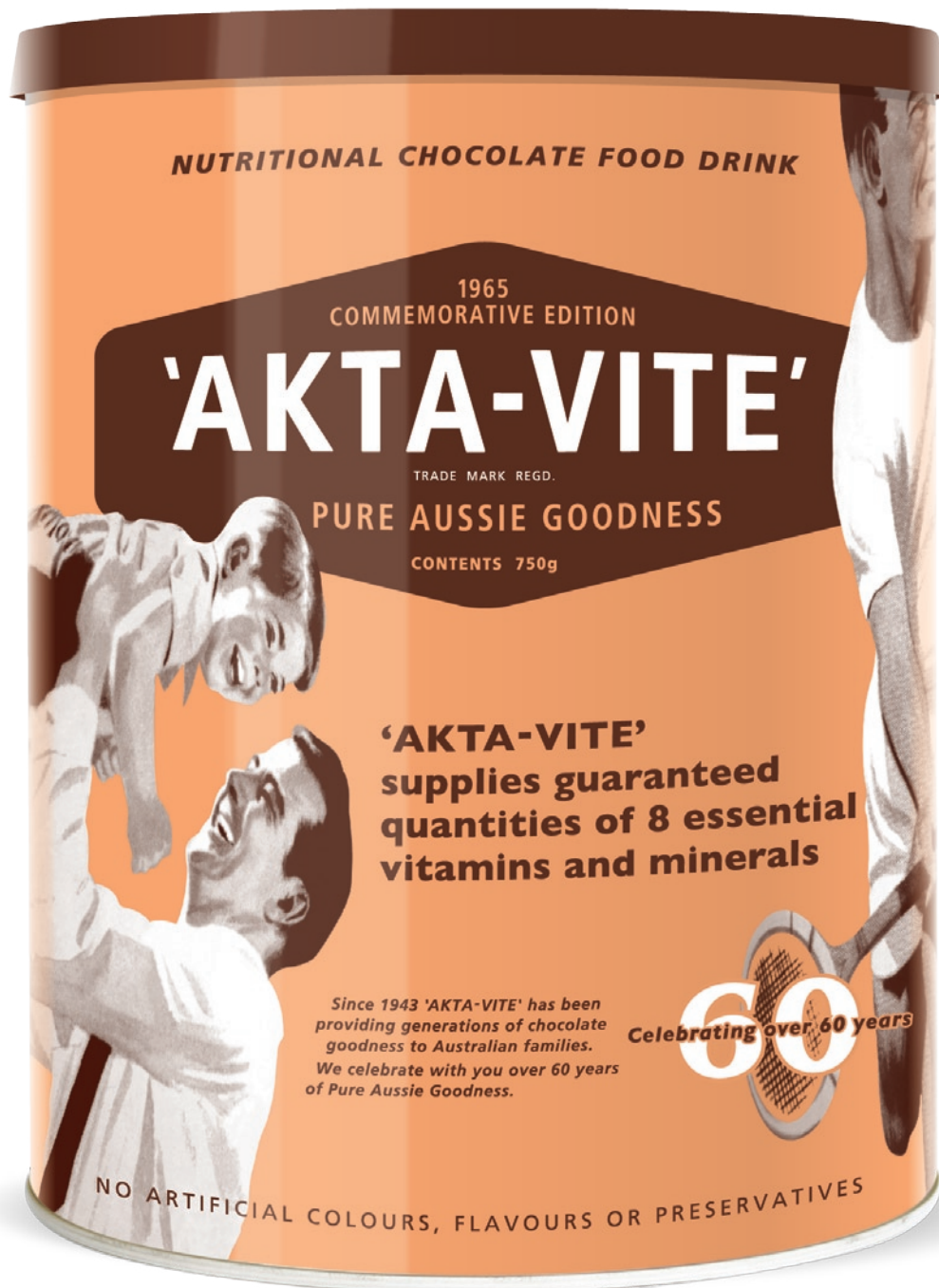


# A FRESH, OLD LOOK FOR A FAVOURITE AUSSIE ICON



Since 1942 AktaVite's pure Aussie goodness has been enjoyed by generations of Australians. Even today, more than 65 years after the Nicholas family first produced their famous food drink, AktaVite is remembered fondly for its smooth chocolate taste and healthy Aussie goodness that is delicious stirred into milk, sprinkled onto ice-cream or sandwiched between soft, white bread.

# 'AKTA-VITE'

## NUTRITIONAL CHOCOLATE FOOD DRINK

AktaVite's nutritious formulation blends eight vitamins and minerals with the antioxidant goodness of premium cocoa and delicious malt extract to provide a timeless Aussie favourite. AktaVite is still produced today on the same machine first commissioned for its production more than 60 years ago. Such brand longevity is unheard of in today's fast-paced grocery environment and Myerton Australia, AktaVite's Australian owners, are only too happy to continue the tradition.

Tony Myer, Director of Myerton Australia, explains:

"I'm proud that we are the guardian of a small but important part of Australia's food manufacturing history. We purchased the brand in October 1996 from the multi-national Sara Lee Corporation and I'm determined that we continue to produce AktaVite as long as possible. I want AktaVite to offer all Australians a 'home grown' alternative on our supermarket shelves, which are being increasingly dominated by the multinational big boys".

To celebrate the long life of this famous Aussie icon, AktaVite will soon be appearing on supermarket shelves with a "fresh old look". The limited edition label has been adapted from an original 1963 label that may be familiar to some of our customers. It depicts the proud, Australian heritage of the brand and highlights the many benefits of AktaVite that have made it a favourite with families and nutritionists alike. AktaVite is not only low in fat and lactose free, with 17% cocoa it has a great chocolate taste and contains no artificial colours, flavours, preservatives or genetically modified ingredients. In a concession to modern day Australia, AktaVite now also meets the requirements for certification as Halal and Kosher. "We make AktaVite in Australia for the whole world to enjoy" says Mr. Myer.

Myerton plays a small but important role in helping stock supermarket shelves with readily identifiable Australian products. Mr. Myer explains, "I believe that it is important to retain icons of Australia's 'food heritage'. It's reassuring to know how our unique Australian culture has evolved and in its own small yet significant way, AktaVite provides one of those reference points". He adds, "There is a lot of lip service given to 'Buying Australian' and there is also a wonderful variety of quality imported products. Having the choice of quality food at a reasonable price is great, but striking a balance between buying foreign products and supporting local Australian products is crucial for Australian brands to survive. We need to ask the question: As Australians do we value locally owned and produced brands as part of our heritage and as consumers are we prepared to support them at the supermarket checkout? Only time will tell."

September 2009



# Celebrating over 60 years



For more information and images, please contact Tony Myer at Myerton Australia by email to [tony@myerton.com.au](mailto:tony@myerton.com.au)



[AktaVite.com.au](http://AktaVite.com.au)

AktaVite © Registered Trademark