



Australian Embassy hosts Taste of Australia to showcase fresh brands to the Philippines

21 March 2022

To celebrate the increasing presence of Australian food brands in the the Philippines, The Australian Embassy recently held a Taste of Australia showcase.

Hosted by the Australian Ambassador to the Philippines Steven J. Robinson AO, the showcase featured iconic brands including leading Australian food retailers Coles and Woolworths. The Australian companies have partnered with Philippine retail giants SM Market, Robinsons Retail and Landers Superstore to bring premium, quality, and safe Australian products to Filipino homes.

“Australia is delighted that its reputation for quality and safe products is recognised and trusted by Philippine businesses, who are bringing in brands we Aussies love and that Filipinos can now enjoy,” said Ambassador Robinson.

Among the new items that are now available in the Philippine market are vegan and gluten-free stock Massel, high-protein breakfast cereal Weetbix, baked crisps from Ricci’s Bikkies, and dairy products from brands like Siggis and Binda Valley. Established brands like Beerenberg, Paul’s, and Vittoria as well as well known Australian wines Hardy’s, Woomera, and Deakin Estate continue to be a favourite among Filipinos.

Austrade’s ASEAN General Manager Mukund Narayanamuti visited Manila to introduce the fresh brands to the market, “This is my first visit to the Philippines and I am impressed by how well Australian brands are represented in the Philippine market, both offline and online. You can be confident that our growers and exporters will continue to offer the best of Australia.”

With the exponential growth of e-commerce following the lockdown, Austrade Manila’s Senior Trade and Investment Commissioner, Christopher Lim emphasised the importance of strengthening the online presence of Australian brands to benefit online shoppers in the Philippines.

“We are looking to increase the accessibility of Australian products in all channels particularly in e-commerce and online platforms. We launched TasteofAustralia.ph to showcase available Australian brands and special offers and make it easier for Filipino shoppers to find quality and safe products,” said Christopher Lim.

The Taste of Australia showcase also tells the unique story of Australian-made and grown products. Australian food and produce reflect the pristine environment and high standards of food and safety.

Aside from premium packaged goods, Australia produces world-class fresh fruits such as table grapes, safe and clean seafood, and high-quality beef and lamb.

Meat and Livestock Australia (MLA) also took part in the showcase. "Now that most restrictions have been lifted especially in restaurants and hotels, we can better highlight Australia as one of the most trusted source of quality red meat. Our food safety standards, natural resources, and sustainable practices will provide peace of mind to diners enjoying Australian beef and lamb. Consumers have a large variety to choose, from grass-fed beef, to grain fed black Angus beef, to premium Wagyu as Australia has a wide range of products that can fit into different market segments," MLA Country Manager Paul Perez said.

For more information on available Australian brands in the Philippines and special promos, visit www.TasteOfAustralia.ph. Follow the Australian Embassy on social media for regular updates. Facebook: Australia in the Philippines, Twitter: @ausambph, Instagram: @ausembph.

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Aussie thirst-quenchers are this summer's must-try

21 March 2022

While Australia is approaching winter now, the Philippines is already gearing up for the summer. Outdoor camping, barbecues and lazy brunches with families and friends are back again as the weather heats up.

A great way to enjoy the summer is to have refreshing drinks to enjoy with delicious healthy food. From Australian wines, beer, juices, speciality drinks to milk tea, there is an Aussie thirst-quencher just right for Filipinos.

Healthy options

Bundaberg Brewed Drinks

Bundaberg Brewed Drinks makes craft brewed premium soft drinks enjoyed by generations of Australians. Now available in mini cans. Shop at Gourmet Direct online store and leading supermarkets nationwide!

Remedy Kombucha

Remedy Kombucha is Australia's most loved kombucha: a sparkling live-cultured drink that tastes delicious, is mighty good for you and will make you feel amazing. you can also be rest assured that Remedy Kombucha is 100%: all-natural, raw and unpasteurised, certified organic, vegan, gluten-free, fructose-free and paleo friendly. Available at Gourmet Direct online store and leading supermarkets nationwide.

For brunch or lunch

Vittoria Coffee

Now available in Espressotopia® and Nespresso compatible capsules, Vittoria Coffee offers a range of the finest 100% Arabica coffee perfect for a light and easy brunch. Imported and distributed by Wine Depot.

Woomera White Moscato and Sweet Red in can

A no frills sweet white rich with peach & tropical fruit characters. This is a nice crowd-pleasing, starter wine for those no occasion, impromptu gatherings & get-togethers. Now available in canned packaging – same taste, same enjoyment.

Devil's Corner Chardonnay 2021

Zesty melon aromas alongside some riper nectarine. On the palate, it is fresh, youthful and appealing. There are zingy citrus flavours of lemon and grapefruit, with some subtle creaminess complexity, with a zesty tight finish. Imported and distributed by Wine Depot.

Hardy's Crest Sparkling Moscato

From trusted wine Hardys, our Crest Moscato Glow In The Dark series will help consumers celebrate any occasion, delivering a delicious, lightly sparkled wine to share with friends and family, illuminating any event Imported and distributed by Forth & Tay.

For dinners

Deakin Estate Shiraz

Available in 750ml or Single-served 187ml, this Shiraz from Deakin Estate is blessed with an abundance of ripe red berry & plum flavors laced with trace hints of vanilla & spice. Imported and distributed by Zen Asia

Hardys Tintara Reserve Cabernet Sauvignon

Tintara is a fine expression of archetypal McLaren Vale Cabernet Sauvignon, displaying fantastic varietal characters of cassis, chocolate and mocha. Imported and distributed by Forth & Tay.

Maxwell Silver Hammer Shiraz 2018

The palate has an abundance of generous flavours, a rich mouthfeel with plum, vanilla and complex savoury spices. The mouth filling flavours are well balanced, full bodied with a soft finish. The result is a generous and approachable wine with excellent depth of flavour, fine silky tannins and fruit length. Imported and distributed by Don Revy.

Hardy's Crest Cabernet Sauvignon

A soft medium to full bodied red wine showing blackberry and blackcurrant fruit with chocolate and vanilla biscuit oak flavors. Imported and distributed by Forth & Tay.

Chancellor & Co - Shiraz 750 ml 13.5% Alcohol

A brand carried by Woolworths, this wine is rich, ripe and soft Shiraz bursting with cherries and hints of black pepper. Exclusively sold at Landers Superstore nationwide.

Wolf Blass Yellow Label Cabernet Sauvignon

A smooth red wine with rich flavours of dark plum, blackberry and cassis, with a hint of leafy Cabernet character adding freshness to the palate, and subtle savoury oak giving a long, structured finish. Imported by Premier Wines & Spirits

For dessert

9CHA Milk Tea

Milk Tea that has no preservatives nor artificial colors. You just sit back and enjoy what you drink. Available in selected Landers Superstore and The Marketplace stores nationwide.

Woodstock Botrytis Semillon 2013

A dessert Luscious wine is revered for it's fine balance between sweetness & acidity. Imported and distributed by Zen Asia



Aside from these exciting drinks, Australia is home to a range of world-class produce and food products perfect for any celebration, mood, or diet.

Get to know what Australia has to offer and visit www.TasteOfAustralia.ph. It is a one-stop shop microsite featuring Filipino online merchants with Australian brands in their line-up. Buying Australian fresh produce, food, and lifestyle brands and products will be made a lot easier through this site.

Enjoy a Taste of Australia this summer!

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Taste of Australia: At home with the Ambassador

A media lunch event
21 March 2022, Monday

Featured Australian Brands

ON THE MENU

Meat & Seafood



TRUE AUSSIE BEEF & LAMB
Australia has a long heritage and most trusted source of quality red meat. Australian meat can provide peace of mind and pure enjoyment to Filipino consumers!



Darling Downs Grass Fed Beef
From the fine grain to the big, meaty, taste, flavour and tenderness is only the beginning of the Darling Downs experience. Every bite of our quality Australian beef tells the story of our land, our farmers, and our passion for raising the best.



Roaring Forties Lamb
Tasmania & Southern Victoria are prime lamb growing regions in South Australia. They are located in a legendary stretch of latitudes known as "The Roaring Forties" This is Lamb Like No Other. Available at Bow Tie Duck online store.



Tassal Tasmanian Salmon
Atlantic salmon has a low carbon footprint, the lowest compared to other proteins. This means by eating Tasmanian Atlantic salmon, you're eating one of the healthiest and most efficient foods on the planet. Available at S & L Fine Foods and Brera Delicatessen online store.

Dairy



Tasmanian Heritage
At Tasmanian Heritage, we believe the simple pleasure of cheese made with pure Tasmanian milk can bring a smile to your lips. With the goodness of 100% Tasmanian milk, our range offers a taste that is simple and pure, so you can savour life's moments. Shop at Gourmet Direct online store and leading supermarkets nationwide!



Bulla Fresh Double Cream
This delicious, rich and decadent extra thick double cream has a thick, smooth texture making it perfect for pouring or spooning onto a wide range of desserts, including cakes, pastries and puddings. It can also be used as a primary ingredient in a diverse range of dishes. No whipping required, ready to serve. Shop at Gourmet Direct online store and leading supermarkets nationwide!



King Island Dairy
Situated in the bass strait between Tasmania and Mainland Australia is King Island. The cows graze on this salty grass, to produce a sweet, unusually rich milk. The milk, sourced from just a handful of local farms, is delivered fresh to King Island Dairy, every day. All of our cheeses are made on King Island from 100% King Island milk. Shop at Gourmet Direct online store and leading supermarkets nationwide!



Meredith Dairy Goat Cheese
Our love of the land and country life ensures Meredith Dairy has a positive impact on our natural world and the local community. The land provides for us, so we need to protect and improve it for future generations. Meredith Dairy Goat Cheese is delicious in salads, soups and sandwiches and on crusty bread. Shop at Gourmet Direct online store and leading supermarkets nationwide!

Wines



Woodstock Botrytis Semillon 2013
Luscious wine is revered for its fine balance between sweetness & acidity. Imported and distributed by Zen Asia



Shaw + Smith Chardonnay 2016
Shaw + Smith aims to make exciting, refined wines exclusively from the Adelaide Hills that rank amongst Australia's best. They specialize in varieties suited to the cooler climate region, namely Sauvignon Blanc, Chardonnay, Pinot Noir, and Shiraz.



Maxwell Silver Hammer Shiraz 2018
The palate has an abundance of generous flavours, a rich mouthfeel with plum, vanilla and complex savoury spices. The mouth filling flavours are well balanced, full bodied with a soft finish. The result is a generous and approachable wine with excellent depth of flavour, fine silky tannins and fruit length. Imported and distributed by Don Revy.



Hardy's Crest Cabernet Sauvignon
A soft medium to full bodied red wine showing blackberry and blackcurrant fruit with chocolate and vanilla biscuit oak flavors. Imported and distributed by Forth & Tay.



Woomera White Moscato and Sweet Red in can
A no frills sweet white rich with peach & tropical fruit characters. This is a nice crowd-pleasing, starter wine for those no occasion, impromptu gatherings & get-togethers. Now available in canned packaging – same taste, same enjoyment.

Grocery



TASTE AUSTRALIA Table Grapes
Australia has some of the best conditions in the world for consistently supplying high quality table grapes. Warm sunny days and cool nights result in high-colour, sweeter, tastier fruit. Look out for upcoming Taste Australia Grapes promotions in leading supermarkets and ecommerce channels nationwide!



Beechworth Honeycomb
The most pure and natural honey you can buy. A piece of delicious raw honeycomb immersed in 100% Australian Beechworth Honey. Edible, buttery honeycomb and honey, straight from the hive. Add a new dimension to your honey. Shop at Gourmet Direct online store and leading supermarkets nationwide!



Harvey Fresh
Harvey Fresh has held great pride in offering a range of quality milk, dairy products and fruit juice for all to enjoy. Available in all leading supermarkets nationwide.

MEDIA PACK & PRODUCT DISPLAY

Wines



Woolworths Chancellor & Co - Shiraz 750 ml 13.5% Alcohol
Rich, ripe and soft Shiraz bursting with cherries and hints of black pepper. Exclusively sold at Landers Superstore nationwide.



Hardys Tintara Reserve Cabernet Sauvignon
Tintara is a fine expression of archetypal McLaren Vale Cabernet Sauvignon, displaying fantastic varietal characters of cassis, chocolate and mocha. Imported and distributed by Forth & Tay.



Deakin Estate Shiraz 187ML
Single-served Shiraz from Deakin Estate. Blessed with an abundance of ripe red berry & plum flavors laced with trace hints of vanilla & spice. Imported and distributed by Zen Asia



Wolf Blass Yellow Label Cabernet Sauvignon
A smooth red wine with rich flavours of dark plum, blackberry and cassis, with a hint of leafy Cabernet character adding freshness to the palate, and subtle savoury oak giving a long, structured finish. Imported by Premier Wines & Spirits.



Woomera Wine in Can
Woomera White Moscato and Sweet Red in can
A no frills sweet white rich with peach & tropical fruit characters. This is a nice crowd-pleasing, starter wine for those no occasion, impromptu gatherings & get-togethers. Now available in canned packaging – same taste, same enjoyment. Available in all leading supermarkets and ecommerce platforms nationwide.



Penfolds Bin 2 Shiraz Mataro
The Bin 2 blend of Shiraz and Mataro is still relatively uncommon in Australian table wines. Interest in Bin 2 has grown as the popularity of traditional Rhône varieties and blends continues to flourish. Imported by Premier Wines & Spirits

Dairy



Siggi's
True to Icelandic tradition, siggi's products do not contain any preservatives, thickeners, sweeteners, artificial flavours, or colours. Available at Gourmet Direct online store and leading supermarkets nationwide.



Devondale
Our products start with fresh Australian milk from free grazing cows. Imported and distributed by Benby. Available in all leading supermarkets and ecommerce platforms nationwide.



Binda Valley

Thick, Creamy, Greek Style Yoghurt - Made with fresh Australian milk and live cultures in Binda Valley. Available at Gourmet Direct online store and leading supermarkets nationwide.



Paul's Butter & Cheese

Paul's is passionate about making great tasting dairy products for you and your family to enjoy. Paul's Butter is made from pasteurised cream with milk sourced from Australian pasture-raised cows. It's suitable for wide range of food and baking application, including confectionary, oil blends, and spreads. While, Paul's Cheese Slices can make your burgers extra special! Available in all All Day Supermarkets nationwide.



Australia's Own Skim Milk

Our award-winning Aussie Skim Milk has all the goodness of milk, without the fat! Available in 1L packs and in leading supermarkets and ecommerce channels.



Farmer's Union Yogurt

The Farmers Union range of yogurts include our signature Greek Style Natural Yogurt as well as a delicious range of flavoured and functional yogurt options. Available in tubs or on-the-go friendly pouches, there's a Farmers Union yogurt for everyone.

Healthy / Free From



So Good

#MakeTodaySoGood with the creamy, delicious, and vitamins and minerals enriched, So Good non-dairy milk. Plant-powered goodness Australia's #1 non-dairy milk brand. Available in Shopee, Lazada and leading supermarkets nationwide!



Carman's

Carman's, Australia's #1 muesli brand, offers a delicious range of muesli, muesli bars, protein bars and oat slices. Perfect for breakfast or guilt-free snacking any time of the day. Available in Shopee, Lazada and selected SM, Landmark, Robinson's and The Marketplace



Massel

Plant-based since 1982, Massel creates stock, bouillon and seasoning that are vegan, gluten-free and have exceptional taste. Available in Shopee, Lazada and leading supermarkets nationwide!



Australia's Own Organic Milk

Our organic plant based milks are full of the good stuff, with no artificial colours, flavours or preservatives. Available in 1L packs and in leading supermarkets and ecommerce channels.



Weet-bix

Weet-Bix™ is Australia's favourite breakfast cereal. With a delicious malty flavour and the goodness of wholegrain wheat to help kick-start your day! Available in Shopee, Lazada and leading supermarkets nationwide!



Remedy Kombucha

Remedy Kombucha is Australia's most loved kombucha: a sparkling live-cultured drink that tastes delicious, is mighty good for you and will make you feel amazing. you can also be rest assured that Remedy Kombucha is 100%: all-natural, raw and unpasteurised, certified organic, vegan, gluten-free, fructose-free and paleo friendly. Available at Gourmet Direct online store and leading supermarkets nationwide.



Outback Harvest

"A superfood with style and substance." Make the healthy choice with Australian-grown, Australian-made and Australian-loved teff. The owners and operators of Outback Harvest believe in the benefits of healthy eating and sustainable farming. And Teff is the perfect fit. Available in selected The Marketplace stores nationwide.



DJ&A Vegetable Chips

Delicious everyday snacks. Full of satisfying flavours & healthy goodness. Available in selected The Marketplace stores nationwide.

Packaged Goods



San Remo

San Remo is proud to be the longstanding number one Dry Pasta in Australia. Made from 100% Australian Durum wheat, San Remo prides itself on its high quality, premium pasta. With our generous range of authentic products, you'll find a pasta or sauce to help create the perfect dish. Available in leading supermarkets and ecommerce channels!



Bundaberg Brewed Drinks

Bundaberg Brewed Drinks makes craft brewed premium soft drinks enjoyed by generations of *Australians*. Now available in mini cans. Shop at Gourmet Direct online store and leading supermarkets nationwide!



Violet Crumble

Australia's first chocolate bar - has been loved for over 100 years. Violet Crumble Gluten Free Chocolate Bar is a unique crumbly, crunchy honeycomb bar covered by two layers of creamy chocolate. Available in Original, Dark Chocolate, and Caramel flavours that can be enjoyed in bars,



Cobram Estate Extra Virgin Olive Oil

Cobram Estate award-winning Extra Virgin Olive Oil is first cold-pressed from olives grown on the banks of the Murray River, where the Mediterranean climate and fertile red soils guarantee premium quality. Each season, selected olives are harvested and crushed within hours of harvest to produce the freshest & finest EVOO. Their master blender skillfully combines the

cubes and nuggets! Available at Candy Corner offline and online stores and in leading supermarkets!



Capilano Honey
Smooth, sweet and perfectly balanced, generations of Aussies have grown up with Capilano Pure Honey. Made by Aussie bees and their beekeepers, our signature blend of eucalypt and ground flora honey is the taste you know and love. Available in Shopee, Lazada and selected SM, Landmark, Robinson's and The Marketplace



leading varieties from each estate to create a distinctive EVOO packed with appealing fresh fruity aromas and penetrating flavours. Shop at Gourmet Direct online store and leading supermarkets nationwide!

Beerenberg Jams and Sauces
In addition to its well-loved jams, Beerenberg sauces and mixes are now available in the Philippines. Shop at Gourmet Direct online store and leading supermarkets nationwide!



Woolworths Fully Loaded Chocolate Cookies, Great Start 5 Grains & Seeds
When you see the Woolworths green logo on pack you can be assured of the quality of our food range. Our team of experts - product developers, chefs and nutritionists each play a role in bringing our food products to you. Exclusively available at Robinsons Supermarkets, The Marketplace and Shopwise.



Coles Snack Bites, Macadamia Oil, Free From ANZAC Biscuits
Coles is your passionate curator, it's something we've been doing for over a century. We've got products to suit everyone - from everyday items like bread and milk to entertaining essentials like dips, and your favourite indulgent treats. Exclusively available at SM Supermarkets.



Ox & Palm
Ox and Palm Corned Beef, the juicy and tasty choice for Premium Corned Beef! Available in leading supermarkets and ecommerce platforms!



Ricci's Bikkies
"It's not a celebration without Ricci's." Ricci's Bikkies are superior quality products that are Australian hand-made without additives nor preservatives which taste delicious. Available in selected The Marketplace stores nationwide.



Vittoria Coffee
We offer a range of the finest 100% Arabica coffee capsules for use with Espressotria® and Nespresso systems. Imported and distributed by Wine Depot.



9CHA Milk Tea
Milk Tea that has no preservatives nor artificial colors. You just sit back and enjoy what you drink. Available in selected Landers Superstore and The Marketplace stores nationwide.



Arnott's Tim Tam
Tim Tam biscuits are Australia's most loved chocolate biscuit. With a unique combination of biscuit, cream filling and chocolate coating, it's an indulgent treat you'll want to share with friends and family.



Harvest Box
Harvest Box's snacks provide healthier alternatives when it comes to snacking. "Better Begins Here" Available in selected The Marketplace stores nationwide.

Australian-made International brands



Campbell's Soup
For almost 60 years, Australians from Shappaton, Victoria have been proudly making Campbell's products. They sourced some of the best ingredients to provide you with the stocks and soups you love.



Nutella Hazelnut Spread
Made in Lithgow, Australia, this most famous hazelnut spread in the world uses signature recipe with carefully selected ingredients. What makes Nutella®'s recipe so delicious is the care and passion we put into each step of our production, to offer you a tasty and delicious experience.

For more Australian brands, visit www.tasteofaustralia.ph and [Taste of Australia on Lazada](#)