

The Advertiser
SOUTH AUSTRALIAN
BUSINESS JOURNAL

EDITORIAL

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Published by Advertiser Newspapers Pty Ltd, 31 Waymouth St, Adelaide, SA 5000
Phone 1300 130 370
Email finance@adv.newstld.com.au

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First bite whets their appetite for growth

VALERINA CHANGARATHIL
Horticulture

THE Australian Carob Company is now a Woolworths supplier for a new product line under the supermarket giant's Macro private label range.

The Burra-based and largest carob producer and only commercial processor in Australia has started supplying roasted carobs as part of a nibble mix sold nationally, boosting its plans to become a wholesale supplier to other manufacturers.

"We hope it will be an ongoing relationship because we see most of our growth coming through the wholesale channel," ACC co-founder Michael Jolley said.

"We will continue to sell a range of products under our own brand through niche health food stores, but wholesale deals represent a real opportunity for us to expand and grow.

The business is selling a pallet of stock to each state every month with overall sales up 300 per cent.

The farm in South Australia has 6000 carob trees, planted in 2000, which started producing fruit in 2011.

Woolworths, which is sourcing the carobs through a third-party manufacturer, said the product line has been introduced nationally since mid-June.

The supermarket giant said the supply arrangement was ongoing and open-ended.



HOME GROWN: Michael Jolley, with wife Jam, believes wholesale deals are the best way to expand the Australian Carob Company.



"We all are hoping it will be a great success and orders keep getting larger every month. It has been more

“Orders keep getting larger every month”

than expected and growing very well. This isn't a trial run, and hopefully be continuing for many, many

years to come. Carobs can be imported but this is quality Australian produce now accessible from supermarket shelves."

About 60-80 tonnes of carob pods are harvested per year, which are processed further and sold as roasted carobs, kibble, raw carob powder, carob buttons and carob syrup.

ACC has supply arrangements with the Magill Estate Restaurant and the premium Southern Ocean Lodge on Kangaroo Island.



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