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Carob Co sets healthy sales record on diversity

Michael Jolley, Australian Carob Company



The Australian Carob Company, the largest commercial carob processor in Australia, has had a spectacular year with a threefold sales increase during the past year to May.

Based in South Australia's mid north, Australian Carob has achieved record sales, won numerous awards and now has a state-of-the-art processing plant in operation.

Michael and Jam Jolley, owners and managers of Australian Carob, supply Australian consumers with 100% Australian grown, made and manufactured carob products, including kibble snack food, roasted and raw powder for cooking and a delicious syrup for dressing desserts, drinks and cereals.

Australian Carob also supplies other manufacturers with a quality, Australian-grown carob for value-adding products.

"We are the only company in Australia who grow our own carob trees, and produce the products on site," Michael says. "Many of the products on the shelf are imported, and the quality is not the same. We pride ourselves on producing award-winning quality carob products for Australian consumers."

Michael says Australian Carob products are distributed throughout Australia with sales increasing by the month to a growing number of consumers attracted by the appetising taste and "huge" health benefits.

"Our sales have increased almost 331% in the 12 months from May 2012 to May 2013. We are now harvesting 100 tonnes of carob a year, with the capacity to harvest up to 600 tonnes," Michael says. "We owe this

success to the high quality, cleanliness and consistency of our products. We hand-select every carob pod, and maintain control through the entire process from paddock to plate."

The Australian Carob Company supplies manufacturers including Woolworths Australia (kibble for Macro snack pack), Abundant Garden (for snack bars), and teas.com.au (teas) among others.

"We would like to expand this business further, to supply to more manufacturers in Australia, ensuring they use 100% Australian carob, and not imported products," Michael says.

Yodah from Abundant Garden now uses The Australian Carob Company carob, which makes up 20% of his snack bars.

"We produce a healthy snack bar, which contains nuts, fruits and The Australian Carob Company carob powder raw," Yodah says. "I have been using carob for 10 years, and I was frustrated with the quality that was out there, until now."

"The Australian Carob Company carob products are 100 times better than anything else in the market. Since using this product, we have increased our sales and we're receiving glowing feedback on our products."

The Australian Carob Company won a 2012 Advantage SA Regional Award for the Mid North and Yorke Peninsula, and won the Innovation Category at the 2012 SA Food Awards. In that year, the company installed a new wash and dry processing machine, the first of its kind in the world. By 2014, it will be completely certified organic.