



MEDIA RELEASE

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Bago Bluff scoops four medals in one of Australia's largest food awards

Just eight months after hitting the shelves, four of Hastings Co-op's 10 Bago Bluff products have scored silver and bronze medals in the prestigious Royal Hobart Fine Food Awards.

The silver medal winning condiments included the Bago Bluff Corn Relish, Tomato Relish and Quince Paste, while the popular Caramelised Balsamic Vinegar was awarded bronze in the hotly-contested national awards.

Hastings Co-op's chief executive officer Allan Gordon said the Bago Bluff dream was born from a passion to offer a range of quality condiments that showcase the best locally-grown produce and raw ingredients. It also utilises local manufacturing, which benefits the local economy and employment.

"We are over the moon to perform so well at our first awards, but these medals are also a testament to all the local producers who help make Bago Bluff," he said.

Judged by a panel of respected judges, the condiments were judged against all the characteristics that distinguish great food – taste, quality ingredients and value for money.

With the aim of promoting and encouraging excellence in the Australian food industry, the awards provide a quality benchmarking system that enables fine food producers to assess the quality of their products against their contemporaries and competitors.

Bago Bluff's impressive debut in the highly competitive condiments market augers well for Hastings Co-op's plans to expand the range outside the Hastings.

"It's fantastic that our products tickled the judge's tastebuds, and now the sky is the limit for Bago Bluff," Mr Gordon said.

"Our customers have really embraced the range and we're regularly getting positive feedback about how much locals love their Bago Bluff.

"Now we hope to spread that love to food lovers all over Australia."

The 10-piece Bago Bluff range is currently available at all Hastings Co-op IGA Supermarkets, Department Stores and Comboyne Rural Store.

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