

Business Club Australia: Australian Member Profile

Botanical Foods Pty Ltd

'That' field-goal from Johnny Wilkinson may have dashed the hopes of many Australians for a historic Wallabies win during the 2003 Rugby World Cup, but it played an important part in the expanding export sales for Botanical Foods in Queensland.

The Rugby Business Club Australia program brought together Botanical Foods, manufacturers of the 'Gourmet Garden' range of fresh tasting herbs and spices, and the British Pepper & Spice Company, a leading UK manufacturer and distributor.

Botanical Foods General Manager, Craig Agnew says the senior management of both companies are acknowledged 'rugby tragics'.

"We were delighted to be given the opportunity through Business Club Australia to invite the British Pepper & Spice Company to Australia, and to the World Cup Rugby. It gave both companies the ability to discuss expanding our export sales into the UK and Europe, to show them our state-of-the-art production facilities, and together enjoy our mutual passion for all things rugby.

"As a result of the visit, British Pepper & Spice were able to gain a stronger appreciation for the long term aims of our business. The outcome for our company was very beneficial both in terms of increased export orders and in a closer relationship between both parties. Our involvement in Rugby Business Club Australia was highly successful and has played a significant part in our expanding market penetration into the UK and Europe," he said.

From its headquarters in a lush rainforest village on Queensland's Sunshine Coast, Gourmet Garden is growing rapidly and exporting its revolutionary range of herbs and spices around the world. The Gourmet Garden range first launched onto supermarket shelves in Australia in 1999 after an exhaustive eight-year research and development phase to refine the process of preparing and packaging fresh herbs and spices. Their fresh tasting herbs and spices in transparent tubes can be kept in the fridge for three months or the freezer for up to six months. It's like having a herb and spice garden in your fridge.

Gourmet Garden owns the global patent for its products including the distinctive, clear tubes. The herbs and spices are harvested and transported within hours, under the scientifically defined optimum conditions for each variety, to the Gourmet Garden plant at Palmwoods in the Sunshine Coast Hinterland in Queensland.

There is no equivalent product on the market, which is neither cooked nor dried, and the company has been exporting to the United States, Canada, the United Kingdom, Europe and New Zealand over the past two years with great success.

In fact, Gourmet Garden won the title of Queensland's top agribusiness exporter at the Premier's Export Awards last year. The Gourmet Garden range is stocked in more than 7,000 supermarkets internationally, making Gourmet Garden brand herbs and spices the most widely distributed Australian-manufactured packaged food products in history.

Company Details:

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