



## Juicy Isle Tasmania's Freshest Juice

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3 July 2008

### **MEDIA RELEASE: ACQUISITION OF HARTZ INTERNATIONAL**

The Directors of Juicy Isle Pty Limited ("Juicy Isle") are extremely pleased to announce that Juicy Isle has acquired the *Hartz* business and brand.

Juicy Isle is 100% Tasmanian owned and operated. Both *Juicy Isle* and *Hartz* are iconic Tasmanian brands which are sold through supermarkets and retail outlets. The acquisition of *Hartz* strengthens Juicy Isle's position as Tasmania's leading vertically integrated beverage producer, seller and marketer and affirms its commitment to broadening its beverage focus. Juicy Isle is also the Tasmanian distributor for Cadbury Schweppes beverages.

Juicy Isle's Managing Director, Michael Cooper, stated that *"the purchase of the Hartz business and brand is an excellent and complementary addition to our brand and product portfolio and is consistent with our stated strategic goals of seeking new products in the food and beverage industry. We are an extremely proud Tasmanian company and saw the opportunity to profitably grow another iconic Tasmanian brand – maintain the Tasmanian heritage of the brand – and ensure that employment from the Hartz business was maintained. Hartz is an excellent brand, with excellent products – with strong domestic and overseas brand recognition. We are extremely excited that we will be able to continue to market and grow the product base of the Hartz brand"*

For further information, please contact Michael Cooper on 0419 124 433

**Michael Cooper**  
**Managing Director**