



Media Release

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**DARRELL LEA *BERRY* DELIGHTED WITH THE ARRIVAL OF
NEW BLACKCURRANT LIQUORICE!**

Australia's own Darrell Lea are tickled purple with the launch of new blackcurrant flavoured liquorice, a mouth watering combination of juicy blackcurrant with their famously fresh and pliant soft eating liquorice.



Carefully created to ensure a wonderfully soft and irresistible treat, blackcurrant joins the flotilla of Darrell Lea fruit flavoured liquorice lining up beside the hugely successful mango, green apple and strawberry flavours which continue to tantalise the taste buds of an ever growing number of Australians.

Darrell Lea are truly Australia's liquorice leader now producing over 40,000 km of the soft variety each year since classic aniseed rolled off the production line in 1957. The company continues to remain true to its 'fresh is best' philosophy in terms of the quality of the ingredients used in the liquorice products and the taste and texture is testimony to this.

As with all Darrell Lea liquorice new blackcurrant is not only a delicious treat but is also low in fat and salt.

Luscious blackcurrant is available now in 300g size from all Darrell Lea stores and partner outlets for \$3.25.

Call 1300-669-405 for the location of your nearest Darrell Lea store and stockist.

**Released on behalf of Darrell Lea by Kardan Consulting
For further information please contact:
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ABOUT DARRELL LEA

An Australian icon brand, Darrell Lea is a specialist confectionery and chocolate company which is wholly Australian owned, and has been operating since 1927.

The Darrell Lea philosophy is about refusing to compromise on the traditional quality and craftsmanship of its products. Its 'fresh is best' philosophy deservedly earns the company a unique reputation and brand loyalty amongst millions of Australians.

There are currently around 400 products in the Darrell Lea range including liquorice, Rocklea Road ®, chocolates, confectionery and gift selections.

Darrell Lea has a national presence with 84 Darrell Lea stores and 925 partner outlets including chemists, newsagents, and video stores, where a specific Darrell Lea stand is displayed.