



Media Release

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The Flavorite Brand Turns a New Leaf

After nearly 30 years, Australian fresh produce company Flavorite, is set to take on a brand-new look.

Flavorite's Marketing & Communications Manager Tom Millis reflects on when Flavorite founders Warren Nichol and Mark Millis were on a mission to put the flavour back into tomatoes in the early 90's. Soon after they began, their mantra became – "you've got to get the flavour-right" and what resulted was their new brand name – "**Flavorite**". This play on words has stood the test of time and their logo with the iconic little fruiterer and his swag of premium glasshouse produce has delighted consumers all over Australia and overseas.

With the merger of three Flavorite businesses in 2020 and the purchase of the Murphy and Tatura Fresh businesses in 2021, the timing was right to have a look under the bonnet and document what the Flavorite brand now stood for. As a result, the team engaged The Key Branding, a Melbourne based branding agency to help walk them through an in-depth brand discovery process.

The initial goal was to define the 'essence' of the brand, although pretty quickly the team realised that the little fruiterer logo didn't capture all of what the business undertakes today. With four production sites across Victoria and several capital projects underway, Flavorite's growing area is set to reach 90ha, making it the largest grower of glasshouse produce in Australia, and they're not stopping there. Within the next five years the business plans to have over 120ha of growing area and further diversify its product portfolio as it expands beyond tomatoes, capsicums, cucumbers, blueberries and now snacking varieties in each of those segments.

The updated company logo has a new iconic leaf shape with a hand at the bottom acting as the stem. This symbolises Flavorite's technical growing expertise or "green thumb" which cares for the plant and grows flavoursome fresh produce. The team have also developed a new tagline – **Flavour for life** which provides a subtle nod to the companies history of putting the flavour back into tomatoes and committing to sustainably growing the most flavoursome and premium produce for generations to come!

Picture: From left, Flavorite's - Tom Millis (Marketing & Communications Manager), Rruta Narula (Marketing Advisor), Chris Millis (Chief Operating Officer), Georgina Bayley (Marketing Assistant), Sam Kisvarda (Chief Marketing Officer), Mike Nichol (Chief Executive Officer).



Flavorite CEO Mike Nichol unveiled the refreshed brand this week outlining, "this is a really exciting time for our business, the team have created a new and engaging brand platform that will support and drive our aggressive growth plans. Our new company vision puts flavour and sustainability at the heart of what we do and we will continue to lead and innovate in each of these areas.



With the rollout well underway, we can expect to see more change across the market as Flavorite commence a refresh of their companywide packaging to create a greater connection to the Masterbrand, easy recognition through the use of colour and clear messaging for consumers. The team have also launched a new [website](#) with a greater focus on the company's brands, products and sustainable approach to farming.

Flavorite's journey is surely one to watch.

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