



MEDIA RELEASE

**OUTBACK SPIRIT OUTBACK TOMATO SAUCE IS 100% AUSTRALIAN-MADE, 100% AUSTRALIAN FAMILY-OWNED AND IS AVAILABLE ON SUPERMARKET SHELVES NATIONALLY!**

Good news for Australian tomato sauce buyers – not all tomato sauce is made offshore!

Outback Spirit branded Outback Tomato Sauce is made in Melbourne with tomatoes grown in the state's Murray Valley. Made with more than 85 per cent juicy, sun-ripened tomatoes, Outback Tomato Sauce has no water added and tastes like something you'd be proud to make yourself.

Outback Spirit is all about celebrating the wonderful tastes of Australia and all products feature Indigenous native ingredients. Outback Tomato Sauce is seasoned with Mountain Pepper – an Indigenous native herb that grows in southern Victoria and Tasmania.

Outback Spirit has established, together with our Aboriginal supply partners, an ethical supply chain for the sourcing of native ingredients. Our purchase of traditional native ingredients from our Aboriginal supply partners provides fair trade income from the purchase of native foods, and our relationships with these partners goes back more than 20 years.

In partnership with the Coles Indigenous Food Fund (established in 2000), Outback Spirit also provides investment and developmental support for Aboriginal-owned native food businesses. Coles Supermarkets stock Outback Tomato Sauce nationally and for every bottle of Outback Spirit sauce sold, Coles and Outback Spirit each contribute 5 cents to the ClIFF.

The funds contributed over the past decade have been critically important in building community-based native food businesses, and therefore providing increased income and employment opportunities for these often remote indigenous communities.

Buying Outback Spirit Outback Tomato Sauce is not only supporting Australian made and owned product but a practical way of supporting Aboriginal families and Communities to “close the gap”.

Keep an eye out for other great Outback Spirit products such as Outback Spirit spiced sausages, including Beef & Bush Tomato, Pork & Kakadu Plum, Lamb & Wild Lime Pickle and Beef & Wild Pepper blends; the Outback Spirit Real Australian Cooking Sauces and the innovative Outback Spirit dry rubs and seasoning mixes. Every pack sold will see 10c donated to the ClIFF.



**END**

**For more information, please contact:** Juleigh Robins, Outback Spirit – 0439 958 782 or Chris Mara, Coles Indigenous Food Fund – 03 9829 4141