

THE Daily Telegraph

MONDAY • 01 FEB 2010 • Page 25

Bite of the Big Apple – Aussie foodies in New York

By JENNY DILLON

KING Island cheeses branded the Roaring 40s (for a good reason), Tasmania rainwater, wine chocolate, and macadamia muesli . . .

All these products and about 70 more from 25 local companies are presently titillating the taste buds of New Yorkers during the Australian Government's annual G'Day USA promotion.

It's a sign of the innovative nature of Australian producers that Brookfarm's Macadamia Muesli was first sold at a country market near Bangalow on the North Coast just nine years ago.

Now, as well as the recipient of countless food, trade and business awards, Martin and Pamela Brook's munchies are sharing the top shelf in a string of New York's best delicatessens.

Australians know how to find the point of difference when it comes to food and for the past month the people of New York have been finding out for themselves how different food can be.

Tapping into the 16 shops the Food Emporium chain has just on the island of Manhattan, Australian providores have been doing more than spreading the cheese for the past fortnight. The main store of the emporium, on the corner of 59th St and 1st Ave, underneath the Queensboro Bridge, is also the local store for Austrade's senior trade commissioner Gerard Seeber, who has watched the produce sell.

Selling food in New York is not easy, Mr Seeber said. New York eaters are among the most fussy in the world, and there is no one particular palate. "This is really not one country, there are very distinct areas," he said. This diversity is good for Australian producers, said Mr Seeber. "A lot of our products are grocery niche products that address a certain segment of the market. "As well, Australian producers have the advantage of a reputation for having a commitment to the environment, sustainable food practices and good food safety standards." But it's more than that. Food has to be well badged, well promoted and displayed well. "If you get a deal with a distributor, they have to be sure they can get enough produce and that it's delivered on time," Mr Seeber said.

