PRESS RELEASE

EASTCOAST BEVERAGES

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FOR IMMEDIATE RELEASE

**LOCAL JUICE COMPANY TO HOST 4TH ANNUAL ‘DAY ON THE FARM’**

**KULNURA, NSW, June 13 2021:** Juice manufacturer Eastcoast Beverages will open their farm gates to the public for one day only at their factory in Kulnura on Sunday, June 13, featuring exclusive tours of their factory and farm, as well as local food and market vendors.

Eastcoast Beverages, together with the support of Central Coast Council, are proud to bring Day on the Farm back in 2021. The event is expected to draw crowds of up to 10,000 people from Sydney, Newcastle and the Central Coast.

Visitors on the day will have the opportunity to learn how they bring their products to life from the tree to the bottle, and experience their sustainability model. To highlight that focus on sustainability, there will be activations featuring the re-use of their bottles, as well as blender bikes for attendees to blend their own smoothies using fresh, Eastcoast fruit juice.

This family friendly event will be offering a trailer tractor ride that will be available for purchase on the day. This will serve as an education tool to teach adults and children alike all about the fruit, the science behind it, what varieties of citrus grow on site, and how nothing is wasted from the fruit. Ticket holders will even be able to pick their own oranges.

After the education, children can bounce around in jumping castles, try their luck at laughing clowns, and enjoy live entertainment, all while trying out something from each local food stall. Engaging the local community is something that Managing Director Samuel Lentini says is always at the forefront of everything Eastcoast does.

“One of the best things we can do as a company is to support the locals who support us. Our region doesn’t get as much attention as it should, so being able to hold this event – along with many other businesses in the area – is extremely important from a tourism perspective to really be able to show people what Kulnura has to offer.”

For more information on the day, please visit www.eastcoastbeverages.com.au.

Eastcoast Beverages is a third generation family business, and has been Australian Made & Owned since 1965. The family live across their 150 acres of land and produce fresh fruit juices, fruit drinks and natural spring water.

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