**MEDIA RELEASE** 1/10/21

**Discover the Tastes of Australia**

Australian family owned and run business; Tucker’s Natural has launched a new range of artisan crackers which feature Australian native ingredients as well as regionally renowned ingredients.

“**TASTES OF AUSTRALIA** bring unique Australiana flavours to your local grocery biscuit aisle,” said owner Sam Tucker

“Native ingredients from around Australia have been selected to capture the essence of our beautiful land. Lemon Myrtle from the Adelaide Hills, Wattleseed and Old Man Salt Bush from South East Australia and, Pepperleaf from Tasmania all add distinctive flavour elements found nowhere else in the world but right here. We have also added a regional flavour with WA truffle from Manjimup in Western Australia, “he said.

The current range includes

* Parmesan, WA Truffle & Pepperleaf
* Lemon Myrtle & Wattleseed
* Rosemary, Chia & Old Man Saltbush

The distinctive packaging features botanical drawings of each of the showcase ingredients.

“We wanted to show the consumer the natural native ingredients used in the crackers, which is why these botanical drawings were used,” said Sam.” We also used the botanical names of these showcase ingredients in the description on the pack.”

The Lemon Myrtle is sourced locally in the Adelaide Hills, the Wattleseed (Acacia longifolia ssp.) is harvested from groves found in the Flinders Ranges up to Mount Pleasant in South Australia and ‘Old Man Saltbush’ (Atriplex nummularia) is a common, fast-growing shrub of the mallee and semi-arid parts of southern Australia. Finally, the Tasmanian Pepperleaf (Tasmania lanceolata) is sourced from the D’Entrecasteaux Channel region, south of Hobart.

The **TASTES OF AUSTRALIA** range also shine a light on local regions, such as Manjimup, WA who are renowned for black truffles. The richness of the soils and the cool climate here are ideally suited to growing premium grapes and black truffles, similar to those in renowned truffle destinations in France and New Zealand.

The launch of this authentic Australian range was sparked by the growing consumer trends around natural healthier foods, which are transparent. No marketing hype.

***Consumers value food naturalness. This encompasses the food origin, how the food has been produced and the final properties of the food. Overlaying this are consumer issues concerns about sustainability. \****

\*The importance of food naturalness for consumers: Results of a systematic review

[SergioRomána](https://www.sciencedirect.com/science/article/pii/S092422441730122X%22%20%5Cl%20%22%21)[Luis ManuelSánchez-Silesb](https://www.sciencedirect.com/science/article/pii/S092422441730122X%22%20%5Cl%20%22%21)[MichaelSiegrist](https://www.sciencedirect.com/science/article/pii/S092422441730122X%22%20%5Cl%20%22%21) 2017

“These consumer trends resonate well with Tucker’s Natural says Sam, as our business was founded on a better-for-you premium snack and cracker offering which aligned with my wife and I, health and wellness philosophy. And with the advent of 3 boisterous boys, now young teenagers we wanted to make a commitment to the next generation by ensuring our sustainability and environmental strategies exceeded community standards.

An example is moving to fully recyclable packaging. Our cartons and trays can be recycled in kerbside bins and our film wrap can be recycled via RED CYCLE (redcycle.net.au) and kept out of landfill. Tucker’s Natural have also placed solar panels on their factory roof and have a culture of continuous improvement when it comes to environmental issues.

Tucker’s Natural **TASTES OF AUSTRALIA** Crackers have a RRP of $4.00

Packed in cartons of 6 x 90g

Available in Woolworths nationally and independent retailers

**ABOUT TUCKER’S NATURAL**

“Tucker’s Natural vision is simple- Better, naturally!” said owner, Sam Tucker. “We produce all-natural snacks that complement our customers healthy lifestyles. Always delivering on exceptional taste and with the aim of contributing positively to our customer’s lives.

Our brand is aligned with the changing demands of consumer snacking- all-natural, healthier, gourmet, functionality, premium, provenance, Australian owned and made, non-GMO, environmental responsibility, and food safe practices.

This is reflected in our brand packaging, with a personal message from me on the back of most of our packaging plus a picture of my beautiful family- Cindy, my very supportive partner and wife and our three boys, Zachary, Axel and Jordan. Cindy and I believe in what we do, encouraged by what we want for our children which is a better and healthier world,” said Sam.

14 years ago, Sam Tucker with his wife Cindy, started the Tucker’s Natural Gourmet Cracker brand based on their personal philosophy of healthier quality eating.

Sam is a qualified chef and a graduate of the ICHM (International College of Hotel Management) enabling him to develop a product that supported this philosophy.

From the first range of Gourmet Crackers it has expanded to include Gluten Free Bites, Gourmet Bites, Fibre Packed Snack Crackers, Fruit Bites, Cheese & Cracker Snacks, Cracker & Dips Snacks and Fruit Pastes. Today it has added Artisan Crackers, Fruit and Seeded Crackers, Australian Deli Lavosh and Taste of Australia ranges.

Based in Seaton, South Australia, this family- owned business is a staunch supporter of other Australian businesses, sourcing where at all possible from local suppliers.

**Acknowledgement of Country Kaurna Country, Adelaide Region**

We would like to acknowledge and pay respect to the Traditional Owners of the land on which we stand, the Kaurna People of the Adelaide Plains. It is upon their ancestral lands that Tucker’s Natural conducts its operations.

We pay respect to Elders past and present. We respect their spiritual beliefs and connections to land which are of continuing importance to the living Kaurna people of today.

Any queries please contact Sam Tucker on 0417 736 522 or Diana Swanson on 0418 712 320

diana@tuckersnatural.com.au

[www.tuckersnatural.com.au](http://www.tuckersnatural.com.au)

[www.facebook.com/tuckersnatural/](http://www.facebook.com/tuckersnatural/)

[www.instagram.com/tuckersnatural/](http://www.instagram.com/tuckersnatural/)

END

**Images here:**

**Packaging;** <https://app.box.com/s/19kcic393ny1bnaxjt5a6g3rx3nu288k>

**On platters and ingredients**:

<https://app.box.com/s/ncea6falxgeyz49cisu42jvbw5gsv29s>

<https://app.box.com/s/wthcf97bu8fnyowutvl4528keltw4ptw>

<https://app.box.com/s/o8op51bfw50apzzoxaeq6xifg5wn892i>

<https://app.box.com/s/56ntoauh9b8cp2v5ujn9skqqzwrlo45r>

<https://app.box.com/s/s15gqnwihccypau8bkwuzvpvespyncx5>

<https://app.box.com/s/9lznkzdpgndufooddlt6p5j2znxpw6ir>