

For immediate release – May 24, 2001

BUTTER IN AN AEROSOL? A KIWI COMPANY HAS DONE IT!

A product which allows butter to be sprayed from an aerosol can has won the 2001 Aerosol Industry Award for Creativity and Innovation.

The President of the Aerosol Association, Lindsay Showyin presented the Award to New Zealand 's Tatua Foods for their Butter Oil Mist™ product.

“This is an example of the industry responding to market demand. A panspray that imparts natural butter flavours – something that many people want to enhance the flavour of cooking,” said Lindsay Showyin

Butter Oil Mist™ was launched in New Zealand in late 2000, and is the result of extensive R & D which utilises butter fractionation technology originally developed for spreadable butter.

By taking this technology and then applying the company's extensive expertise in food product filling and flavour stabilization, Tatua Foods was able to meet the industry demand for a foodservice panspray that delivers natural butter flavours. The product is also able to maintain higher cooking temperatures without 'burning', a property associated with clarified butter.

Butter Oil Mist™ has met with strong support both at retail level and from the foodservice and bakery sectors and Tatua Foods advises that exports are planned to commence within the next three months.

This Aerosol Industry Award is designed to encourage and celebrate new, imaginative and beneficial development in the aerosol package and the manufacturing and marketing processes surrounding it.

Lindsay Showyin congratulated Tatua Foods on the innovation and creativity of Butter Oil Mist™ and said this product is a frontrunner of the new and exciting aerosol products that will come through in the new millennium.

Background

This Award was announced at the Australasian Aerosol Industry Awards, which were held at the Wentworth Hotel on May 23, 2001.

The aim of the Awards, which were established in 1994, is to celebrate the aerosol package by recognising achievements in areas such as aerosol recycling, technical innovation, marketing excellence and export.

Issued through: Lanham Public Relations
17 Sturt Street, Frenchs Forest NSW 2086.
Media Contact: Maggie Lanham Ph 02 9975 7569