



Doug Parkinson, MLC

Leader for the Government in the
Legislative Council

Sunday, 20 January 2008

Tasmanian Products a Hit in LA

As part of the G'Day USA promotion Tasmania's Parliamentary delegation visited Bristol Farms and Whole Food supermarkets in Los Angeles today.

Bristol Farms with 13 outlets in the Los Angeles area is featuring an Australian promotion during January.

Tasmanian Cheeses and water are being strongly promoted by these stores with tastings on offer.

Mr Parkinson and Austrade Senior Trade Commissioner Ms Sally-Ann Watts discussed the benefits of the G'Day USA program as a marketing tool for Tasmanian products.

"This promotion could lead to permanent listings of Tasmanian products throughout the Bristol Farm's chain," Mr Parkinson said.

"With a potential market of 300 million consumers, the G'Day USA program is the single largest national promotion. The benefits of Tasmania participating in the program also extend to tourism, investment and promoting Tasmanian innovations," He said.

(Photograph included with the release. Caption to read "Bristol Farms at Beverly Hills: Doug Parkinson and Senior Trade Commissioner Ms Sally-Ann Watts meet to promote King Island Dairy product Roaring Forties Cheese and Tasmanian Rain.

Further information: Matthew Sullivan: 0407 816462