



And the winner is... Bickford's Milkshake Mixes!

Last night, Australia's leading magazine for the food and beverage industry, "Food Magazine" hosted a prestigious event in Sydney to commemorate the 4th Annual Food Challenge Awards where Bickford's Milkshake Mixes took out the honour for Best Non Alcoholic Beverage.

Judged on successfully demonstrating product innovation and excellence within the beverage industry, Bickford's traditional Milkshake Mixes knocked off some stiff competition to walk away with the award.

Remember those 1950's Milkshakes you used to sip in those hip milk bars while listening to Buddy Holly blaring on the jukebox? Well, Bickford's have brought them back with Bickford's traditional Milkshake Mixes. Now you can reminisce about the good times with those same flavoured milkshakes at home. So put your Buddy Holly LP on the Record Player, and slip on your Blue Suede Shoes because those good times are back. And even better, they're still the same price as they were back then – 25 cents per shake!



Packaged in 600mL proprietary Bickford's PET embossed bottles, all flavours are shelf stable and packaged in shelf ready cartons for retailer convenience. Bickford's Milkshake Mixes deliver smooth, delicious, easy to prepare milkshakes with the flexibility of mixing to suit individual taste preferences.

Mixing is made easy with this easy stir solution so there's no chance of missing the next tune playing while you're stuck stirring your shake. Just add milk and enjoy a little indulgence! Bickford's have brought back only the best tasting traditional flavours of the 50's in Chocolate, Strawberry, and Vanilla Malt, sure to appeal to the whole family. Here is another fine example of quality beverages made by Bickford's Australia, a privately owned and managed company which has been around since long before the 50's were even thought about. So, step back in time to those 1950's Happy Days today with Bickford's Milkshakes Mixes and keep your eyes peeled for more traditional flavours coming soon!

For more information, please contact:

Allana Furdal
Brand Manager
Bickford's Australia
Ph: 08 8182 1854
Fax: 08 8182 1899
Mob: 0423 846 939
Email: allana.furdal@bickfords.net

