

Chis-elite finds favour in both Australian and international markets.

As reported in the Winter issue of Elite News Melbourne based agents, John Holman & Co, were marketing the Chis-elite premium packed fruit to the Woolworths/ Safeway chain. In addition to this they placed this premium offering into selected independent retailers.

At the end of the first month they reported that:

'the fruit is looking nicer each delivery, we are developing some regular retailers now as the cheaper fruit is clearing from the market, and customers are appreciating the benefits of a premium Navel.'

Supermarket deliveries are consistent in volume and we are working closely with them to ensure they make use of the

Chis-elite branding'.

In addition to the Melbourne market sales were made in Tasmania, Perth and Adelaide. Holmans have reported ready acceptance of the premium quality offered in the Chis-elite program with excellent repeat orders and premium returns from each of the markets throughout the entire program.

Holmans also sent a small trial shipment into China where the consistent high quality of the fruit supported by the excellent presentation and labelling saw the Chis-elite 16Kg tray outselling 21Kg boxes of other navels, and in doing so achieved a record sale price for a tray pack of fruit.



**Management
and Staff
of
Chislett Developments
wish all our clients a
Merry Christmas
and a Prosperous and
Happy New Year**

Promote the health benefits of oranges.

Don't be backward in coming forward in promoting the health benefits of oranges.

Oranges are recognised by both the **National Heart Foundation of Australia** and the **Cancer Council of Australia** as important in a healthy and balanced diet.

An orange, or 250 ml of juice, provides:

- 100% of RDA* of Vitamin C
- 15% RDA* of Folic Acid
- 12% RDA* Potassium
- 28% RDA* Dietary Fibre

*Recommended Daily Allowance

A 154g orange has:

- Only 80 calories
- **NO** fat
- A low G.I. of 44 (juice 46)



