



MEDIA RELEASE

Monday November 17, 2008

## **DORABERRIES ARE BACK!**

Following the huge success of the original Doraberries concept in August, Australian Strawberry Distributors (ASD) has once again teamed up with Nickelodeon's Dora the Explorer to help children explore healthy eating.

Doraberries are Aussie-grown premium strawberries labeled with a series of five collectable Dora the Explorer stickers. They hit **Foodworks and independent greengrocer stores** on **Monday November 17<sup>th</sup>**.

This time ASD are offering customers the chance to win a **money can't buy prize!** When customers purchase just one punnet of Doraberries they are eligible to enter the draw to win a **Dora the Explorer party for themselves and up to 20 friends!** There are also 20 Dora the Explorer holiday fun packs up for grabs!

ASD strawberry growers were astounded with the success of Doraberries in store "As a father myself, I can see how excited children get over seeing Dora on their strawberry punnet; we feel privileged to be able to provide children with the opportunity to explore healthy eating" – ASD owner and grower Jim Ripepi.

Founded in 1961, ASD are **now considered a market leader** in strawberry growing with farms in Victoria and Queensland. Perseverance, innovation and determination are accredited for the success of their family business.

Varieties grown by ASD include; Ruby Gem, Tallara, Festival, Camarosa and Albion.

### **Doraberries:**

-  The Doraberries competition kicks off Monday November 17 and concludes last mail Monday December 21
-  Doraberries are available from independent green grocers and Foodworks stores in NSW, ACT and VIC
-  Entry forms available in store or online at [www.asdstrawberries.com.au](http://www.asdstrawberries.com.au)

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