

CAMPBELLFIELD'S EUROPEAN STYLE

A locally manufactured European style mineral water has taken the Australian café scene by storm in the few short months since it was launched.

Tuscani Beverages Director, Steve James, said he's been working on the concept for Tuscani for two years.

"No one has targeted the imported products market and we looked at this gap and thought we could really make an impact by providing Australian cafés and restaurants with a locally produced, Australian owned flavoured mineral water," he said.

Tuscani beverages are made with pure filtered natural spring water sourced through the Kinglake Ranges to which natural fruit juices are added together with other essential ingredients and light carbonation. The drinks are free from artificial flavours and colours.

"FOR THE DISTRIBUTION SIDE OF THINGS YOU REALLY COULDN'T PICK A BETTER SPOT THAN CAMPBELLFIELD," STEVE JAMES.

The six flavours in the range are Arancia (orange), Citri (citrus flavoured), Chinotto (the traditional Italian bitter orange drink), Natural (unflavoured sparkling water), Frutto Rosso (berry) and Limone (lemon).

Seven employees run the fully automated production line which is currently producing 100 bottles of drink a minute and has the capacity to produce up to 400 a minute.

Tuscani Beverages is a relatively new member of the Plenty Food Group and has already experienced great benefits from this involvement.

"We attended the Fine Food Australia Expo 2006 as part of the Plenty Food Group's stand and this exposure helped us to take our products to the national level," Steve said.

Tuscani Beverages is based in the same facility as Steve's other company, Global Food Produce, which produces prepackaged and prepared vegetables for markets and supermarkets and has been operating for four years.

"Where we're situated is almost on the Hume Highway so for the distribution side of things you really couldn't pick a better spot than Campbellfield.

"I see our current 10,000 square metre site as an entry point into the market. I'm hoping within the next two years demand will see us move to a much bigger site," Steve said.



Steve James at the Tuscani Beverages stand at the Fine Food Australia Expo 2006