



MEDIA RELEASE
For Immediate Release

25 April 2011

**New Offering by AuLife Fine Foods:
Gourmet Antipasti by Blue Bird Products**

Come taste away! AuLife Fine Foods, the Australian Extra Virgin Olive Oil specialists welcome the addition of delicious, gourmet antipasti by Blue Bird Products. Join us at our launch: HOFEX 2011 Food Fair in Hong Kong, May 11-14 2011 inclusive.

Blue Bird Products antipasti are available in chilled or ambient packing, in trays, buckets, or individual servings to suit specific needs. Product range include:

- Semi-dried Roma Tomatoes
- Basil or Pepperbelle *Pesto*
- *Stuffed* Olives with Garlic, Chilli, or Parmesan Cheese
- *Grilled* Artichokes, Eggplants, Peppers, or Zucchini; and
- *Marinated* Mushrooms, Octopus, or Sardines – and more!

All are HACCP & Halal certified, as well as date and batch coded. Available under the Blue Bird brand, or as private label.

Founder Stefano Giannilivigni is a qualified executive chef and pastry chef. It was a long and rocky boat ride in the early 60's coming from Italy to Australia, but once he set foot on solid ground, Stefano was determined to make his mark in the local food industry. Today with the help of son, Stephen, the father and son team are devoted to selecting top quality ingredients to produce the most premium products possible.

For more details, please visit websites: www.AuLifeProducts.com.au or www.bluebirdproducts.com.au

All products will be available for tasting.

Melissa and Jenny will be on hand to guide you through premium Extra Virgin Olive Oils; Stephen from Blue Bird Products will be joining us to guide you through antipasti.

AuLife Fine Foods will be at HOFEX, Stand 3D-206.

For more information, contact:

Melissa Wong
melissa@aulifeproducts.com.au
Melbourne: (+61-4) 0828-0092 primary
Hong Kong: (+852) 6053 7978
www.AuLifeProducts.com.au