Mary,

Re Incabberries –

The product launch started 1st June….

Please find attached an interim report of the launch program activity to date. This captures feedback and anticipated coverage from the one-on-ones and wider distribution. There’s certainly been a great response and we look forward to seeing the resulting coverage.

The next stage is well underway. 
The 600 + sample mail out stated this week..
Social media starts next week.

We also have our first publications within just a few days of the launch …. Can you add these with to the ‘news’ on our website as a link to the articles?

This is written by Judy Davie from “The Food Coach” which has quite a following -

“A new superfood

By: Judy Davie

It's incredible with the number of superfoods originating from the area that the Incas are not alive and kicking today. This month it's the Incaberry that hits our Australian shores and I think it's a winner. Roll over gojiberries, incaberries have even more antioxidants and in my reasonably humble opinion they taste better. They have a unique sweet sour palate experience and work well with chocolate - you can get them smothered in 70% cocoa chocolate, YUM! - cheese, and, my favourite, walnuts.

So do they rate the title superfood? I'd say so. In addition to the antioxidants they have more fibre than most dried fruit, an unusual amount of protein and good amounts of phosphorus and potassium.

For more information visit www.incaberies.com.au

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