



August, 2020

FOR IMMEDIATE DISTRIBUTION

## PRODUCT RELEASE

## BIRCH & WAITE RELEASE GLORIOUS GOLDEN GODDESS DRESSINGS

### Introducing: Birch & Waite Golden Goddess Dressing

*Australia:*

Proudly Australian-made brand, [Birch & Waite](#) – famous for their superior fresh quality and the preferred choice of Australian professional chefs – is launching an exciting new flavour into their popular Salad Dressings range.

Introducing: Birch & Waite Golden Goddess Dressing. Available in Woolworth stores nationally from the 3rd August, 2020.

Birch & Waite's chef-inspired Salad Dressings are proudly Australian made using only fresh ingredients to ensure that maximum flavour is secured in every batch-crafted bottle. The vibrant, flavoursome Golden Goddess Dressing is a delicious fusion of tahini and turmeric and expertly crafted with an aromatic combination of zesty lemon, garlic, and herbs.



Birch & Waite's Golden Goddess Dressing was designed to be an incredibly versatile addition to your fridge. It can be traditionally used as a salad dressing, adding a clean, zesty flavour to any salad, as a sauce stirred through roasted vegetables, or as a marinade for chicken, beef, fish, or tofu.

Freshly made right here in Australia, Birch & Waite's Golden Goddess Dressing is gluten-free, vegan and has no artificial ingredients or added preservatives.

Birch & Waite Golden Goddess Dressing 250ml | RRP \$5.00 | Available nationally in Woolworths from 3<sup>rd</sup> August 2020.

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Media Kit:

For more information; product shots and packaging details download media kit by [CLICKING HERE](#)

Samples are available on request.

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Prepared on behalf of Birch & Waite by Missy Mischief PR. For more information please contact  
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## Birch & Waite Golden Goddess Dressing

RRP \$5.00 | 250ml | Vegan | Gluten Free | Fresh Australian Ingredients

### INGREDIENTS

Water, canola oil, lemon juice (10%), tahini paste (**sesame** seeds) (9%), sugar, white vinegar, salt, garlic (1%), herbs (1%), **sesame** oil, mustard, spices, onion powder, colour (carotene), vegetable gum (xanthan), turmeric extract (<0.1%), spice extract.

**Contains: Sesame seeds.**

**May contain: Tree nuts.**



<b>Product Code:</b>	LETA4495WBE
<b>Description:</b>	B&W Dress Golden Goddess 250ml
<b>Barcode / EAN:</b>	9300786062508
<b>RRP:</b>	\$5

### IMAGE DOWNLOAD

Click [HERE](#)

*Available Nationally at Woolworths*

### Why not try...

**Using as a marinade on meat, a sauce in a stir-fry, or a flavoursome addition to spice up any salad!**

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Prepared on behalf of Birch & Waite by Missy Mischief PR. For more information please contact  
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### **About Birch & Waite:**

Birch & Waite was founded over thirty years ago, with a vision to provide superior quality fresh chilled products for the professional, or home based, chef.

Birch & Waite's passion for superior quality food began with their founder, Willi Schultheiss. Willi was raised in rural Switzerland where he developed an appreciation for fresh produce and an understanding that the best tasting food comes from fresh ingredients, crafted in small batches: values still upheld in the company today.

After Willi migrated to Australia in 1972, he longed to find a mayonnaise with the same fresh creamy taste and quality he loved back home. Unable to find one, Willi collaborated with his business partner Peter Flick, a foodie and successful businessman to create a European-style mayonnaise. It took seventy-three iterations back in 1990 to perfect the first batch-crafted, fresh-chilled, Whole Egg Mayonnaise, the first of its kind in Australia.

Fundamental to the character and quality of Birch & Waite's delicious products are the uniquely authentic recipes and commitment to sourcing the finest Fresh Australian ingredients possible. Today, Birch & Waite proudly continue Willi and Peter's food philosophy for superior quality products crafted with fresh ingredients.

### **Contact:**

For products, or information please contact MMPR on [amanda@missymischief.com](mailto:amanda@missymischief.com) or 0410 570 993

[www.birchandwaite.com.au](http://www.birchandwaite.com.au) | [@birchandwaite](https://www.instagram.com/birchandwaite)