

MEDIA RELEASE

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Tasmanians Gone Nutty

Tasmanian snack company Nibble Co has gone nutty in 2011, releasing a new range of nut treats to the market that carry an added kick for the Tasmanian Devil.

Nibble Co has cemented a place in the healthy snack market with its range of dried fruit and nut snack sized bags featuring irresistible combinations of nutritious tangy fruits, tasty healthy nuts and yummy treats.

A well established family-owned Tasmanian company, it all began in a health food store in 1982, making small batches by hand and today has grown to be the “healthy treat ready to eat” Nibble Bag that we all know and love.

Their latest range is the Nutcase or Nutcase premium; each box contains an assortment of 14 snack-sized bags.

It's the perfect healthy treat for 3:30-itis or for an energy boost on one of our beautiful Tasmanian bushwalks.

Nibble Bags have been sold Australia wide in catering, vending machines, mini-bars, canteens, honesty boxes and for numerous fundraising charities.

And to continue the strong commitment to charity, as a special kick to the product range, Nibble Co is proudly giving back to Tasmania, with \$2 from each Nutcase sold online (direct from their website) going to the Save the Tasmanian Devil Appeal to help save the Tasmanian devil from the threat of extinction through Devil Facial Tumour Disease.

“Extinction is not an option! Lets help save the devil one Nutcase at a time,” Managing Director Steven Dewing said.

Jess Tyler | Manager

Save the Tasmanian Devil Appeal

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The Save the Tasmanian Devil Appeal is administered by the University of Tasmania Foundation and is the formal fundraising arm of the Save the Tasmanian Devil Program. The University of Tasmania, in partnership with the Australian and Tasmanian State Government, launched the Save the Tasmanian Devil Program and Appeal to oversee the response to the disease and raise funds for vital research. The aim of the program is to maintain the Tasmanian devil as an ecologically functional species in the wild.