



Media Release

Batlow Apples Launch First Cookbook

Australia's favourite apple growers, Batlow Apples, have launched their first ever apple cookbook with recipe ideas for quick and easy snacks, main meals and desserts.

Australia's Favourite Apple Recipes has been a long term dream for the Batlow Fruit Co-operative, a grower owned organisation based at the foothills of the Snowy Mountains in New South Wales.

The book is the result of collaboration between some of Batlow's top growers and home economist Jill Murphy to revive old favourites and create new recipes.

One of the contributors, 27 year old chef Jeremy Smart, is the son of one of Batlow's best known growing families and a trained chef. He has combined his extensive knowledge of the orchards and cooking by contributing several great recipes to the book including Apple Ice Cream, Apple Hollandaise Sauce and the Apple Toffee Cake.

Batlow Apples have partnered with the Royal Flying Doctor Service to donate \$1 from every cookbook sold to assist them in the delivery of valued services to rural communities across Australia.

Darral Ashton, Chairman of Batlow Apples, explains: "We chose to partner with the Royal Flying Doctor Service because it supports rural communities, like ours at Batlow, and our contribution will help them to continue providing their great service of saving lives."

The Batlow Fruit Co-operative is grower owned and 100 per cent Australian. Today it is recognised as one of the largest storage and packing operations in the country, collectively marketing and packing an average of one million cartons of apples every year.

RRP: \$29.95

Available from: July 5 2009

Stockists: Available online at www.batlow.com.au and selected book stores

For more information on Batlow Apples, visit www.batlow.com.au

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For further media information, contact Helen Lear at Stellar* Concepts on 02 9151 5907 or Helen@stellar.net.au