

Be.Bendigo
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**BE.
BENDIGO**

MEDIA RELEASE

29th March 2023

Easter treats in store for you

Greta Donaldson, founder/CEO of Bendigo Brittle, is calling on all Central Victorians to Spend Where It Counts, this Easter.

“We know that the cost of living and interest rate hikes have put a squeeze on household budgets, but I am calling on Central Victorians to rethink their gifting ideas this Easter - consider a small spend, and make it a local spend”, she said.

Our artisan food producers are an important part of Bendigo’s recognition as a City of Gastronomy, and are a significant employer of local people, according to Be.Bendigo (Bendigo’s Chamber of Commerce).

“Shopping locally for special Easter treats – from Bendigo and regional businesses – not only has a significant impact for those businesses, but can also be a way to celebrate a very local Easter with World-class food”, according to CEO of Be.Bendigo, Mr Rob Herbert.

Ms Donaldson, who is the Bendigo Business Excellence Awards, Businesswoman of the Year 2022 said she is always looking to develop innovative and interesting products for customers, “In January we launched a new sweet-treat-with-heat - our chilli peanut brittle in MILD and HOT, a collaboration with Red Dog Chilli in Fernhurst, Central Victoria – and it’s going gangbusters and makes an ideal “uniquely local” gift this Easter.”

Ms Donaldson was joined by Laurie Whelan of The Goodloaf Sourdough Bakery, and Hayley Tibbett of Indulge Fine Belgian Chocolate in encouraging locals to consider their purchases for this Easter break.

Mr Whelan, whose award-winning Hot Cross Buns are in high demand, indicated that “we are currently encouraging everyone to place their pre-orders as soon as they can, to avoid the risk of missing out on these freshly-baked Bendigo Easter Treats.”

As she completed creating another tray of fabulous chocolate bunnies, Ms Tibbett agreed, saying, “we will be making Easter chocolates every day until Easter, but ordering is always the best way to make sure you don’t miss out.”

“Local shops, selling locally made or locally grown produce and other goods, offer a chance to celebrate an Easter that is uniquely ‘Bendigo’”, Mr Herbert concluded, “and with so many people visiting the City over Easter, this is our chance to ensure that, as well as great memories, they take home some delicious treats to enjoy.”

Media Contact: Rob Herbert, CEO, Be.Bendigo Mobile: 0427 562 031

Photo Opportunity: 10:15am at The Good Loaf Sourdough Bakery, 404 Hargreaves St, Bendigo