



WHAT'S THE BUZZ?

AUSTRALIA'S NO.1 HONEY, NATURALLY!



Look out for our new Capilano Honey packaging hitting the supermarket shelves around Australia.

For over fifty years Australian customers have grown up with Capilano's premium quality honey and distinguishable yellow labels. As a signal of change for the Capilano brand, we have refreshed our visual identity by updating our logo and packaging to look more contemporary and approachable. Our new packaging still retains the core elements and heritage of the Capilano brand and will continue to be identified on shelf with our warm yellow label and Capilano 'bee' logo.

Our new designs will feature the revamped bee which has been animated into a 3D character, bringing him to life and making him more appealing to the audience of the 21st century. Adding to the design is a golden wave of honey through the middle of the label and clearly

identifiable colour codes for the different Capilano Honey floral varieties.

The new packaging has already filtered through to supermarkets in NSW and VIC to coincide with a new TV commercial (more info over page) which will air in June. Our website is currently being updated with the new branding and gradually over time our stationery, uniforms and all correspondence that carries our logo will be updated with the new branding also.

Importantly, re-igniting our brand is much more than just packaging changes and we continue to believe that the product quality, service and innovation we deliver our customers is what sets us apart from our competitors.



MEDIA NEWS

AUSTRALIA'S NO.1 HONEY, NATURALLY!



Capilano's new packaging.



Phil hard at work acting!



Film Director Tony, finding the perfect shot.

Capilano's new Television Commercial

Date: 13th May, 2006

Location: Moggil State Forest, courtesy of Len Arkadieff

Description: 'Largest Employer' & 'No Fat'

Starring: Phil McHugh, Capilano Beekeeper

Phil McHugh is starring in Capilano's new series of TV commercials hitting the airwaves on the 11th June. The advertisements will air in Sydney and Melbourne and will also be on Capilano's new website around about the 11th June.



Site supervisor and expert beekeeper Len Arkadieff.



A star is born!!



Is this a perfect location or what?