

ESTABLISHED 1915



**HAIGH'S**  
CHOCOLATES

# HAIGH'S HAPPENINGS

AUTUMN  
2008



**INTRODUCING OUR NEW BILBY**



## WELCOME TO OUR AUTUMN EDITION

Hi, my name is Rosa Zollo and welcome to Haigh's Happenings. As the Administration Manager here, I keep very busy, especially with the new systems and growth of the company in the last year or so. I describe myself as a bit of a jack-of-all-trades – from project managing the installation of the new computer software systems to day-to-day liaising with all the different departments within the organisation. My favourite chocolates are dark chocolate frogs, but I like anything with dark chocolate actually, including our new Licorice Chocs which feature in this edition. I hope you enjoy the read! ■

Rosa Zollo,  
Administration Manager

## HAIGH'S AT GLENELG

Our store at Glenelg, Adelaide's premier beachside destination, is conveniently located right at the centre of this popular 7 day shopping precinct. As you head down Jetty Road towards Moseley Square and the beach, you'll find us on the right hand side, just a few stores past the traffic lights.

Our store has recently been renovated and refurbished and is now busier than ever.

Customers here are a mixture of discerning local shoppers as well as lots of tourists and convention delegates from nearby hotels, all looking to take home a special gift from South Australia. ■



*The Glenelg team*

### Store Location

87b Jetty Road,  
Glenelg,  
South Australia, 5045

T: (08) 8376 2877

F: (08) 8295 4481

e: [glenelg@haighs.com.au](mailto:glenelg@haighs.com.au)

### Opening Hours

Monday 9.00am - 5.30pm

Tuesday 9.00am - 5.00pm

Wednesday 9.00am - 5.30pm

Thursday 9.00am - 9.00pm

Friday 9.00am - 6.00pm

Saturday 9.00am - 6.00pm

Sunday 11.00am - 5.00pm



## CHOCOLATE INDULGENCE WITH THE GRACE HOTEL



From Easter to Mother's Day, Haigh's Chocolates is proud to be associated with the Art Décor inspired Grace Hotel for their Chocolate Indulgence Promotion. Only a short walk from Haigh's Strand Arcade store in Sydney, the hotel will be featuring a specially created chocolate menu of decadent chocolate desserts all made with Haigh's chocolate.

So if you are in Sydney why not visit The Grace and indulge yourself! ■

(The Grace – Cnr York & King Streets, Sydney [www.gracehotel.com.au](http://www.gracehotel.com.au))



## NEW BILBY DESIGN

Our Bilby range was introduced back in 1992, when we first created our now-famous Bilby chocolate. Thousands of you joined us in our quest to help save this cute Australian species – now we're introducing a new character.

Featuring on the front cover is our brand new Bilby design, created especially for Haigh's by Katharine Lahn. This cute little character is being introduced this Easter and will feature on three new Bilby products – a mug, a Bilby-shaped tin and a cuddly soft toy that's dressed in overalls and even has a pouch for chocolates. Look out for the range in your store soon. ■



## TWO STORES OFFICIALLY REOPEN

### The bigger, better, busier Beehive

Over the past few months, we've been very busy expanding and renovating 5 of our 12 stores, and last November we stepped back in time at our historic Beehive Corner store.

Reopened by Tourism Minister Hon. Jane Lomax-Smith MP, the new old-look shop has been modernised and returned to the same size as the original Beehive store opened by founder Alfred Haigh back in 1915. The ground floor retail space has been doubled and the building carefully upgraded on every one of its four levels, all in keeping with its heritage status.

In 1940, lean times created by the Second World War led to the closing of half the original Beehive shop, the company had waited nearly 70 years for the historic moment.



Alister pictured with Minister Lomax-Smith at the re-opening of the Beehive Store.

The smaller shop served us well, but over the past few years, we'd reached the stage where it was simply not large enough to cope with the increasing number of customers.

Now that the Beehive's interior is bigger and better, we'll be focusing our attention on the outside. We're currently talking to Adelaide City Council and State Heritage about renovating and restoring the verandah to its former glory.



Alister pictured with Mayor of Holdfast Bay Dr Ken Rollond.

### A chocolate rush at Glenelg

If you've been down to Glenelg lately, you may have noticed that Haigh's Glenelg is now bigger and better than ever. The store, officially reopened in December by Holdfast Bay Mayor Ken Rollond, has doubled in size, creating more shopping and display space to cope with our ever-increasing numbers of customers.

The Glenelg store first opened in 1930, and back then it was located down in Moseley Square. In 1976 the store was moved to Marion Shopping Centre, but in 1986 it reopened in Glenelg at its present location at 87b Jetty Road. And judging from the enthusiastic reception from customers lately, that's where it's going to stay. 🍫



## LISA SPONSORSHIP

Here at Haigh's it's very important for us to maintain our community focus and each year there are a number of organisations and projects that we partner with. This year, we're sponsoring Jennifer Duncan, a participant in The Governor's Leadership Foundation program.

This experiential development program has been created by the Leaders Institute of SA and is unique in South Australia. Invited to apply are South Australians from key organisations who have demonstrated the potential to become future leaders in our community. Only 30 participants are accepted annually.

Jennifer Duncan is Executive Director of the Youth Affairs Council of SA.

'I'm a South Australian and very proud of our state, which has a great history of progressive leadership. I've felt very strongly that I wanted to make a contribution to this state, which is why I work at Youth Affairs and also why I wanted so much to be a part of this program. It's a wonderful opportunity to join with a broader group of South Australians who want to make a difference,' said Jennifer.

'I work for a small organisation that would not normally be able to afford for me to take part in this program so I am truly grateful to Haigh's for sponsoring me.' 🍫



Alister pictured with Jennifer Duncan.

## PRODUCT PROFILE

### Introducing our new Liquorice Chocs

Liquorice lovers rejoice! The wait is over because our brand new Liquorice Chocs are now in store.

The new recipe has been developed using a special blend of organic liquorice root, molasses, stone-ground organic flour and raw sugar. The result is a traditional style, full-flavoured gourmet liquorice. It's a taste that's equally perfect covered in

Haigh's premium milk or dark chocolate. There are a few products to choose from so the question is, which will be your favourite?

#### Now available:

- Milk liquorice chocs
- Dark liquorice chocs
- Cinema mix
- Liquorice sticks 🍫



## FIRST 2008 RECIPE CARD AVAILABLE NOW

Next time you visit one of our stores, make sure you pick up the first in our new range of recipe cards. Our 2008 series has been developed exclusively for Haigh's Chocolates by Simon Bryant, Executive Chef of the Hilton Adelaide.

The first recipe is an absolutely deliciously decadent Chocolate Coffee Sabayon with Haigh's Caramel Fudge. A light, but rich chocolate dessert with just a hint of Kahlua. Yum! But wait, there's more. During the year, we'll be releasing five more recipes and we also have a recipe card folder to keep them organised.

This series joins our 2007 library of recipes which included Meringue Kisses, Chocolate Brownies, Chocolate Fondue, Chocolate Mousse with Haigh's Macadamia Biscotti, Chocolate Honey Hazelnut Pudding and Chocolate Orange Tart with Chocolate Orange Pastry. A selected few of these are still available in stores, but you can view and download all of them on our web site.

If you haven't started collecting yet, or you missed out on a couple last year, just ask one of our team members next time you visit a Haigh's store. ■



## VISITORS TOURS

Haigh's Visitor Centre and factory is located on the edge of the parklands just a couple minutes' drive from Adelaide city centre. Here, you can find out about the history of the company and also get a peek at how we turn a cocoa bean into delicious chocolate.

Tours run Monday to Saturday at 11.00am, 1.00pm and 2.00pm and take about 20 minutes. Afterwards, enjoy some complimentary chocolate with a cup of tea or coffee. Our tours are very popular with both locals and tourists — we see everyone from backpackers to tour buses, to schools, families, sporting and social clubs.

Bookings are essential so if you'd like to organise a tour for yourself or your group, please phone 8372 7070 or ask at your local Haigh's store. ■

## HAIGH'S CHOCOLATES STORES

### SOUTH AUSTRALIA ADELAIDE

Beehive Corner,  
2 Rundle Mall  
Adelaide SA 5000  
Tel: (08) 8231 2844  
Fax: (08) 8231 8898

Shop 1,  
Adelaide Arcade,  
116 Grenfell Street  
Adelaide SA 5000  
Tel: (08) 8223 1321  
Fax: (08) 8223 4264

Shop 17,  
Central Market Arcade,  
Victoria Square  
Adelaide SA 5000  
Tel: (08) 8212 2511  
Fax: (08) 8212 7051

### PARKSIDE

Visitors Centre  
154 Greenhill Road  
Parkside SA 5063  
Tel: (08) 8372 7070  
Tours: (08) 8372 7077  
Fax: (08) 8373 0528

### GLENELG

87B Jetty Road  
Glenelg SA 5045  
Tel: (08) 8376 2877  
Fax: (08) 8295 4481

### GOLDEN GROVE

Shop 24,  
Golden Grove Village  
Shopping Centre,  
Cnr Golden & Grove Ways  
Golden Grove SA 5125  
Tel: (08) 8288 8400  
Fax: (08) 8288 8411

### VICTORIA MELBOURNE

Shops 7 - 8,  
The Block Arcade,  
282 Collins Street  
Melbourne VIC 3000  
Tel: (03) 9654 7673  
Fax: (03) 9662 4244

Farrer House  
26 Collins Street  
Melbourne VIC 3000  
Tel: (03) 9650 2114  
Fax: (03) 9654 7066

Shop 6,  
191 Swanston Walk  
Melbourne VIC 3000  
Tel: (03) 9662 2262  
Fax: (03) 9663 4614

### TOORAK

499 Toorak Road  
Toorak VIC 3142  
Tel: (03) 9827 8713  
Fax: (03) 9827 8089

### HAWTHORN

715 Glenferrie Road  
Hawthorn VIC 3122  
Tel: (03) 9819 5000  
Fax: (03) 9819 5168

### NEW SOUTH WALES SYDNEY

Shop 1,  
The Strand Arcade,  
412 - 414 George Street  
Sydney NSW 2000  
Tel: (02) 9221 6999  
Fax: (02) 9221 8922

HEAD OFFICE 153 Greenhill Road, Parkside SA 5063

Tel: (08) 8372 7000 Fax: (08) 8373 0528

Web site address: [www.haighschocolates.com](http://www.haighschocolates.com)

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