

HORT INNOVATION MARKETING UPDATE

BY BEN WOODMAN

Hort Innovation is responsible for investing the passionfruit marketing levy into a range of activities to grow awareness and consumption of the fruits, under the Hort Innovation Passionfruit Fund. Here's a look at some of the highlights since the last edition of *The Passion Vine* and an introduction to our new Marketing Manager – Ben Woodman.

Media Masterclass

On Friday 21st February, passionfruit grower Jane Richter was invited to put on a Passionfruit Gin Spritz cocktail masterclass for a set of food and lifestyle journalists from Australia's most popular multi-platform magazine brand – Bauer Media.

Jane and her husband John took a day off from the farm and flew to Sydney to be the farming face of Australian passionfruit for this exclusive media event. Jane and John were joined by the new Marketing Manager for the tropical fruit cluster at Hort Innovation, Ben Woodman.

The purpose of the cocktail masterclass was to demonstrate how easy it is to add a splash of passion into your day. Australian Passionfruit had developed a brand-new passionfruit gin spritz recipe, which Jane made for the attending media. The masterclass setting was relaxed and informal, allowing Jane to have plenty of time to talk about fresh passionfruit, how to select a great piece of fruit, how to crack it open with your hands and the tips for using passionfruit in lots of unexpected and interesting ways.

The main messages for the overall campaign were front and centre of Jane's talk ensuring that everyone attending walked away with these three facts front of mind:

- Adding Aussie Passionfruit to your dish is a simple way of turning ordinary to extraordinary. With its sweet tangy flavour and bright colour, there's no better way to top off your dish than with a splash of passion. Jane even shared her tangy chilli splash that is brilliant on fish or grilled pork.
- Passionfruit is available year-round, but there are two peak seasons where there is an increased supply available in-store and winter is one of those peaks, surprisingly for a fruit so well known for its summer uses.
- When choosing passionfruit, go for plump, heavy fruit and don't worry about spots or marks on the skin – it's the sweet juicy pulp inside that counts!

If you'd like to try the recipe at home here it is! ...

PASSIONFRUIT GIN SPRITZ

SERVES 2

INGREDIENTS

- Pulp from 2 fresh passionfruit
- 60 ml gin
- 200 ml Prosecco
- Sparkling water
- Ice
- Lemon peel twist, to garnish

METHOD

1. Fill two large glasses with ice. Combine passionfruit pulp and gin in a small jug and stir well.
2. Divide gin mixture between glasses. Pour over Prosecco, top up with sparkling water, and garnish with a lemon twist.

Tips

- For a lighter cocktail, substitute a portion of the Prosecco with extra sparkling water. For a sweeter cocktail, add a teaspoon of honey or sugar syrup to the passionfruit and gin.
- If gin is not on hand, you can use another clear spirit of your choice, such as vodka or pisco.

AUSTRALIAN
PASSIONFRUIT

#aussiepassionfruit
#ginspritzpassion

