



## Football Australia secure fresh MiniRoos partnership with Qukes®

**Friday, 15 January 2021  
Sydney, Australia**

Football Australia is pleased to announce that Qukes® Baby Cucumbers, a lead brand and product of Perfection Fresh Australia, has become the newest partner of the MiniRoos grassroots program, as well as an official supplier of the Soccerroos and Westfield Matildas.

Over the next two years, Qukes® will partner with Football Australia to help deliver the MiniRoos program nationally, supporting girls and boys aged between four and eleven to engage with football, learn the game, be active, and make new friends in a diverse, safe and inclusive environment. MiniRoos branding will also be present on Qukes® product packaging distributed to grocers and independent retailers across the country.

The partnership announcement comes as Perfection Fresh launches a new, national television campaign for Qukes® ahead of the return to school for families across Australia.

The partnership will serve to uphold Qukes® Baby Cucumbers as the ideal healthy sporting snack for Australian footballers of all ages and abilities, and a must-have addition to lunchboxes and kitbags around the country.

Qukes® are specially bred for their small size, measuring between 8.5cm and 12cm long. They have a crisp delicate skin and flesh with a mild refreshing taste, offering a nutritious snack for kids and adults alike. Qukes® are the perfect half time snack, handheld, portable, no waste, and contain:

- High water content with mineral salts like potassium and magnesium for hydration
- B Vitamins for energy metabolism
- Vitamin C and zinc

Football Australia Chief Executive Officer, James Johnson, said Football Australia's partnership with Perfection Fresh via the Qukes® brand will help football to promote the importance of healthy eating to Australians, while also encouraging kids to play and enjoy the physical and social benefits of the world's favourite sport.

"Football has a participation base of nearly two (2) million Australians – including nearly a quarter of a million participants in the MiniRoos bracket – and can act as a powerful vehicle to deliver positive messages to the Australian community," Johnson said.

"With the 2021 MiniRoos season just a couple of months from kick-off, we're proud to have partnered with Perfection Fresh and, in doing so, welcome another important corporate partner to our football family.

"The Australian football community is at the heart of the sport and vital to the ongoing growth and popularity of the sport in Australia. This agreement ensures that young players and their parents around Australia will be delivered important healthy eating messages and content, and, in the spirit of truly integrated and aligned marketing partnerships, we're pleased to have Perfection Fresh Australia's commitment to promote football via its national marketing initiatives. Soon the MiniRoos brand will live on over two million Qukes® packages in supermarkets and grocers across Australia, while from next week MiniRoos branding will be beamed into up to 5.5 million households across the nation via a new Qukes® television commercial."

Perfection Fresh Australia Pty Ltd  
ABN 75 127 389 682

Level 1, 7 Underwood Road  
Homebush NSW 2140  
Australia

PO Box 98  
Sydney Markets NSW 2129  
Australia

**T** +612 9763 1877  
**F** +612 9764 1724  
[perfection.com.au](http://perfection.com.au)



Perfection Fresh Australia Chief Executive Officer, Michael Simonetta, said: “We’re really excited to establish Qukes® Baby Cucumbers as the perfect sporting snack for Aussie kids. Our partnership with Football Australia and the MiniRoos allows us to reach the next generation of fresh produce consumers, educating them on the benefits of fresh produce, healthy eating and regular activity.

“We want to get kids ‘Qrunching’ on Qukes® and football as an inclusive, grassroots and community sport is the perfect partner. It touches the lives of many Australian families across the country and the Football Australia values TOGETHER, DIVERSE & UNITING really resonate with our brands and business as a whole.”

### **About MiniRoos**

Designed for girls and boys of all abilities, aged 4 – 11 years, the nationwide initiative uses short, game-based sessions to introduce the sport of football to newcomers in an inclusive way. It focuses on learning new skills, being active, making life-long friends and, potentially, unearthing the next generation of Socceroos or Westfield Matildas.

### **About Perfection Fresh Australia and Qukes®**

Perfection Fresh Australia is a privately owned and family run fresh produce business. The company works closely with many strategically aligned supply partners in major production regions around Australia. The business is renowned for leading innovation in horticulture, having introduced some of Australia’s best loved produce brands such as Qukes® baby cucumbers, Calypso® mangoes, Broccolini®, Mix-a-Mato® tomatoes and Perfection Raspberries and Blueberries to name just a few.

**-ends-**

Qukes® Media Contact:

Luke Gibson  
Group Marketing Manager  
E: [luke.gibson@perfection.com.au](mailto:luke.gibson@perfection.com.au)  
M: +61 428 003 349

Football Australia Media Contacts:

Peter Filopoulos  
Head of Marketing, Communications & Corporate Affairs  
E: [peter.filopoulos@footballaustralia.com.au](mailto:peter.filopoulos@footballaustralia.com.au)  
M: +61 437 403 408

Ben O’Neill  
Media Officer  
E: [ben.oneill@footballaustralia.com.au](mailto:ben.oneill@footballaustralia.com.au)  
M: +61 411 092 404

Perfection Fresh Australia Pty Ltd  
ABN 75 127 389 682

Level 1, 7 Underwood Road  
Homebush NSW 2140  
Australia

PO Box 98  
Sydney Markets NSW 2129  
Australia

**T** +612 9763 1877  
**F** +612 9764 1724  
[perfection.com.au](http://perfection.com.au)