

ice blocks



An Introduction to our Ice Blocks!™

INTRODUCTION

Ice Blocks!™ are hand-crafted locally from all natural natural ingredients, all contain less or equal sugar than a ripe banana of a similar weight, i.e. less sugar than sorbet and less sugar than virtually all competing products. Our goal is to produce the finest quality, innovative, wholesome and fun ice blocks. In general they are; all natural and loaded with real fruits, contain no added colours, contain minimal or no added sugar, are produced from seasonal local and where feasible organic ingredients, no added emulsifiers, preservatives, gums, gelatine, alcohol, no eggs, no undisclosed “processing aids” and definitely no genetically modified organism derived “ice structuring protein”.

ORGANICS

Where possible we prefer to use organic ingredients. For example we only use organic milk and many of our fruits are organic. Occasionally Ice Blocks need sugar added and this poses us an ethical problem. We have been in touch with the Australian Organic Sugar Producers Association in an attempt to source organic sugar in Australia and unfortunately there is no certified organic Australian sugar mill. Since we live in a sugar growing region it seems crazy to use certified sugar imported from South America especially when certified organic sugar cane goes into Australian mills.

OUR FLAVOURS

Our Ice Blocks!™ flavours are divided in two main categories; milk (organic milk and in some cases yoghurt or organic milk and cream) and juice (fruit juice, pulp and often slices of real fruit. i.e. as much of the edible, tasty and healthy parts of a real fruit as possible). Juice are vegan and many are free of added sugar. Flavours currently include; rhubarb, strawberry, mojito (lime & mint), pomegranate, coconut, watermelon, chocolate, custard apple, organic apple (no added anything), davidson's plum, caramelised banana, chilli chocolate, cucumber and jalapeño, fresh fig, hibiscus, kulfi, rice pudding, mandarin, mango, passion-fruit, honeydew melon and ginger, lychee, etc ...

ETHICAL PACKAGING

Ice Blocks!™ are packaged in NatureFlex™ a kind of cellulose film part derived from eucalyptus wood pulp. NatureFlex™ has passed the MITI (ISO 14851) test to confirm full biodegradability in 24 days in marine and waste-water environments and home compost heaps. Using this film for our ice blocks is actually a world first. NatureFlex™ “performed brilliantly” in tests reported in the May 2009 edition of Which? Gardening magazine. No Dolphins or Turtles will be choking on this packaging.

Our sticks are made from odourless and tasteless Australian Hoop Pine (*Araucaria cunninghamii*) a native to north eastern Australia, harvested from pesticide free sustainable forests in Queensland. Hoop Pine ice block sticks decompose naturally after being discarded and exposed to the elements.

ABOUT US

Some of the best fruit in the world grows in Australia, yet most ice blocks sold in Australia seem to be machine produced foods from the 1980's. It's a market dominated by Unilever (Streets) the world's biggest ice cream manufacturer and Nestlé (Peters) the world's largest food company. We think we can do something better and something uniquely Australian.

MORE INFORMATION

Send an email to info@iceblocks.name to get more information or subscribe to our recipe newsletter where we discuss our latest seasonal ice block experiments, etc... Or contact Benna or John at Ice Blocks!™ On 04 06075266 for wholesale enquiries. We live in Murwillumbah, Northern NSW. <http://www.iceblocks.name/> ABN 37 732 820 605

ENTIRELY NATURAL & HAND CRAFTED

We make significant effort to ensure Ice blocks! are a hygienic, safe and a pleasing experience and strive to maintain and improve flavour and ingredient quality. But because Ice blocks! are hand crafted and natural their appearance does vary. This is how they are meant to be. You can also expect to encounter whole fruit, fresh juice, real fruit slices, chunks of fruit, fruit pulp, fruit skin, zest, rind, seeds, pits, etc... It comes down to either multinational machine made or hand made from local ingredients, it's your choice.

NATURAL COLOURINGS & FLAVOURINGS

Our citrus tastes are derived from real citrus fruit. If you see citric acid (E330) as an ingredient it comes from an industrial process using the *Aspergillus niger* or black mould fungus. The only colouring we use comes from the ingredients that are a necessary part of the recipe for our Ice Blocks! Many companies can and do add "natural" E120 Carmine (pink, red or purple) for example. However we don't believe Mexican cactus dwelling cochineal insects (*Coccus asctis*) are an entirely "natural" ingredient of any of the products it appears in. Natural is when we use red or pink stalks for a rhubarb for example or fresh red strawberries.

Some artificial colourings with proven problems, are still in use in Australia and NZ when they are banned in many other countries. For example E122 Azorubine / Carmoisine (red) is banned in USA, Canada, Japan, Norway, Sweden, UK and is being phased out in the EU. Azo dyes generally have been known to be carcinogenic for over 45 years.



Ice blocks! are individually wrapped in specially designed marine safe and compostable film derived from Eucalyptus wood. It's lowest environmental impact packaging that we could find. Please look out for the special compostable logo on other packaging. Using this film for Ice blocks! is actually a world first.

Normal plastic degrades in sunlight by slowly breaking down into smaller and smaller pieces of plastic. Thus plastic which hasn't either been recycled or burnt still exists somewhere in the environment.

Just because our packaging is marine safe and compostable however does not mean you should be irresponsible with litter. What it does mean is that those accidents that do happen don't have long lasting consequences.