

MUMAMOO PART OF THE FIRST AUSTRALIAN MADE WEEK

Australian Made | Australian Owned | Female Founded

The all-female owned and founded infant formula business mumamoo is proud to be involved with the very first Australian Made Week, which runs from the 24- 30 of May, 2021.

The campaign encourages consumers to buy Australian and reflects new consumer research which shows the preference for Australian-made goods continued to increase in 2020, with 93% of Australians stating they are more likely to buy products made in Australia – up from 87% a year earlier.*

Since launching in February this year, mumamoo has experienced continued sales growth around the country, which reflects the fact the market has been looking for an Australian alternative to feed their babies.

“We have received incredible support by our independent retailers who are as passionate about promoting Australian products,” says mumamoo founder, Charlotte Chambers. “As we gear up to share our incredible Australian product on a global stage, we were excited to officially receive our Australian Made license to use for export this week,” she continued.

Australian Made Chief Executive, Ben Lazzaro, said “When you buy Australian Made, Australian Grown products, you know what you are getting - products made to the highest of manufacturing standards and grown in our clean, green environment. At the same time, you are helping to support our manufacturing industry, create Aussie jobs and give back to local communities.”

Mumamoo is available at Drakes and Foodland stores across South Australia, National Pharmacies in South Australia and Victoria, and online at mumamoo.com.au.

Source, Roy Morgan finding 8701 May 10, 2021

Contacts

Miriam Weir
0411 965 785
[mailto: media@mumamoo.com.au](mailto:media@mumamoo.com.au)