

Case Study

Pomegranates Australia

Client

Pomegranates Australia



Sector

Agribusiness

Type

- Corporate structuring
- Capital raising
- Commercial advisory

Contact us

Adelaide

t + 61 8 8205 3333
f + 61 8 8205 3300

Sydney

t + 61 2 9253 9999
f + 61 2 9253 9900

Melbourne

t + 61 3 8665 5555
f + 61 3 8665 5500

Brisbane

t + 61 7 3220 7777
f + 61 7 3220 7700

enquiries@piperalderman.com.au

Matter description

Pomegranates Australia has established one of the most unique horticultural value adding projects in Australia in recent years. As the health benefits of pomegranates become more widely known, (including being one of the World's best known sources of anti-oxidants), the company has positioned itself to supply the burgeoning Australian demand for pomegranates and pomegranate products such as arils and juice.

Pomegranates Australia has established a significant pomegranate orchard in regional South Australia and is also involved in post-farm gate processing of whole pomegranate fruit for juice and fresh arils for the domestic and international retail and food services markets. The company has partnered with Perfection Fresh, one of Australia's best-known marketers of fresh fruit and vegetables, for the distribution of Pomegranate Perfection™ fresh arils into Woolworths and Coles.

Piper Alderman have provided a full suite of advice to Pomegranates Australia on establishing the business and implementing its strategic plan including advice on corporate structuring, taxation and capital raising, through to general commercial advice on Horticultural Code compliant supply contracts, import and export arrangements and property and water acquisitions.

What our client said

Richard Lorraine, Chief Executive Officer of Pomegranates Australia said:

"To properly implement our business model we needed to use advisors who understood our project and shared our vision for success. Simon and the agribusiness group at Piper Alderman have worked with us from the beginning and become an important part of how we understand and manage risk in our venture. Of his own initiative, Simon took the time to visit our orchards and production facilities to better understand our business and value chain integration. For my mind, Piper Alderman are the 'go to' law firm for agribusiness in this country".