

Welcome to Oliver's

– REAL FOOD, ON THE MOVE

Truck-drivers, road-trains and highway eateries may not seem an ideal recipe for quality organic and high-nutrition food, but for Jason Gunn, owner of Oliver's Real Food, the combination has proved an unlikely success.

Driven by a commitment to good food as the key to 'feeling strong and living well' Jason took a long hard look at the eating options available to the average traveller in Australia nine years ago.

"As someone who really values good food, I noticed that driving between metropolitan areas was like a wasteland for food," he says. "Motorists had the choice between fried chicken, greasy chips and a hamburger and that was pretty much it."

Appalled by the options, he created a unique retail concept – a high-convenience 'fast-food' store designed for motorway stops that sells only fresh, organic and nutritious food.

"We called it Oliver's after the Charles Dickens book 'Oliver Twist' – an alternative to people who had previously only had nutritionally deficient 'gruel' so to speak!" he says.

The success of Oliver's since its launch has been a story in itself. Oliver's Real Food now has four stores at major service station stops in NSW with two stores located at Caltex Stopovers between Sydney and Newcastle on both sides of the F3 Freeway; one at a Shell Coles Express Truck Stop in Hexham near Newcastle, and one at Mingara One sports and Recreation Club on the Central Coast.

Jason estimates the offering is around



Jason Gunn and his wife Paula Gunn outside their store at the major service station stop on the F3 Freeway at Wyong NSW.

zest & thyme, with ricotta, sweet pepper, green beans, English spinach and a basil aioli. Dietary needs (including vegetarian, vegan wheat-free, gluten-free and dairy-free) are also catered for.

Jason said the first two years were a challenge due to restrictive agreements between major oil companies and other food outlets already in existence. "But because we were a start-up store, we were able to get through it – and Oliver's has since gone from strength to strength."

As it turns out that healthy food choices

buy food for their trips."

But he says the customer range is as diverse as the menu.

"Everyone from elderly people - who want to enjoy their holidays and avoid eating rubbish - to families with young children, to health conscious teenagers, to athletes and celebrities that don't want to be seen in traditional fast food outlets – a real mix."

The novelty of the Oliver's concept is now seeing major companies sit up and take notice.

"We've had large motorway operators from both NZ and the UK interested in what we are doing in NSW. The Government is also supportive in helping get a healthy message out there."

For now, Jason will focus on developing and expanding the Oliver's concept in Australia with two new stores on their way – one heading west out of Sydney on the m4 Motorway and the other on the Ballina bypass, just out of Byron Bay.

"I see the Oliver's concept as the McDonalds of this millennium," says Jason.

"Last century we ate burgers, fries and coke and this century we are ready to try something different."

For more information see www.oliversrealfood.com.au.

"We get the most amazing feedback. We have truck drivers who say they have lost significant amounts of weight since we started just by eating good food regularly and learning how to take control of their weight. We've got drivers who now bulk buy food for their trips."

70% organic, with a menu that covers everything from organic curries, soups and pasta to cold options like sushi, sandwiches and freshly squeezed juices.

Their signature dish 'Oliver's Pita Pockets' are a far cry from the greasy truck-stop plates of the past, available in varieties such as chicken breast marinated in lemon

were an option which those on the road – including truck drivers – were craving.

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