

**AUSSIE  
OWNED  
SINCE  
1965**





# Freshly squeezed juice, it's in our DNA... literally!

The little seeds of Eastcoast began to grow in 1965 when Salvatore Lentini picked and packed fresh fruit from his Central Coast orchards to supply to Australia's famous Flemington markets. Years later, when the Australian government removed tariffs on imported juice concentrate, it became less profitable to produce juice solely from fresh fruit.

That's when Salvatore's three sons, Sam, Mick, and Frank Lentini, saw an opportunity to capitalise

on this gap in the market by squeezing citrus fruit juice made entirely from 100% fresh fruit. What started in a small fruit shed over 50 years ago has now spanned three generations and grown to be a household name across many parts of Australia!

When you drink Eastcoast, you're as close to the orchard as you can get, and you can sip confidently knowing there are three generations of farmers who stand behind every single glass.



**1965**

1st Generation  
Salvatore Lentini  
purchases land  
and grows /  
packs citrus



**1967**

Gen 2 enter  
the business



**1968**

A stand is  
purchased at  
Sydney markets  
to sell citrus fruit



**1996**

Juicing  
commences  
and Eastcoast  
is born



**2000**

Gen 3 enter  
the business



**2010**

Eastcoast Juice  
is introduced into  
major retailers



**2019**

Gen 2 retire  
and Gen 3  
take the reins



**FROM OUR FAMILY TO YOURS**





## Every Day is Earth Day for Eastcoast!

Along with our commitment to creating great, Aussie made products, we're also extremely committed to having as light of a footprint as we possibly can.

Our philosophy is to Return, Regrow, and Re-juice, so that absolutely nothing from our citrus products is wasted! Our mission is to be 100% recyclable while remaining 100% committed to the environment and the people in it.



# THERE'S MORE TO OUR JUICE THAN YOU MIGHT REALISE!

**PEEL**  
sent to Aussie farmers in drought as cattle feed



**WASHDOWN WATER**  
goes back out to the orchard



eastcoast



**PULP**  
blended into yogurt + more

## Nothing is wasted.

RETURN, REGROW, RE-JUICE





**There are 150 acres on the Eastcoast property filled with trees that gift us with the freshest lemons, limes, oranges and grapefruit.**

However, we've grown bigger than what we can produce! What we can't supply from our own trees, we source from many local citrus growers and regions all across NSW like Griffith, Gunnedah and Narromine.



### **Reg Bennet**

Reg Bennet is everyone's favourite lemon farmer, and his farm is a story of family and community. His father bought 80 acres of prime, Mangrove Mountain land in 1936 to grow oranges and lemons. He cleared 14 acres by hand with a combination of gelignite and hard work. After the war, bulldozers finished the job.

Today, Reg and his brother are successful, second-generation farmers with 40 acres each.



### **Robert Hoddle**

Thirteen years ago, the Hoddle family decided to take advantage of their perfect climate and land to grow citrus fruits. They now have 23,000 trees across 40 hectares, supplying Eastcoast with the sweetest, juiciest Salustiana oranges throughout winter and spring.

With three generations of farming history behind him, Robert Hoddle knows a thing or two about sustainability, and takes care of the environment by using the latest drip irrigation technology, integrated pest management, and recycled citrus peel.

**LOCAL, LIKE IT SHOULD BE**



**100%  
APPLE  
JUICE**



**100%  
AUSSIE  
LEMON  
JUICE**



**100%  
AUSSIE  
ORANGE  
JUICE**



**LOW PULP**

**100% CLOUDY  
APPLE  
JUICE**



**COUNTRY  
STYLE  
LEMONADE**



**GUAVA  
JUICE  
DRINK**



**PASSIONFRUIT,  
ORANGE &  
GUAVA  
JUICE DRINK**



**MANGO  
NECTAR  
JUICE**



**RUBY RED  
GRAPEFRUIT  
JUICE DRINK**



**CRANBERRY  
JUICE  
DRINK**



**100%  
AUSTRALIAN  
LIME JUICE**



**100% Apple Juice**

SIZE	QTY.CTN	CODE
500ml	12pk	AP100500
2L	6ctn	AP1002

**100% Australian Lemon Juice**

2L	6ctn	LJ1002
4L	3ctn	LJ1004
Unpreserved (frozen)		
4L	3ctn	LJ1004NOPRES

**100% Cloudy Apple Juice**

2L	6ctn	APCLO1002
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**Country Style Lemonade**

500ml	12pk	CSL500
2L	6ctn	CSL2

**Mango Nectar Juice**

2L	6ctn	MAN502
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**Ruby Red Grapefruit Juice Drink**

2L	6ctn	GFRR2
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**Cranberry Juice Drink**

2L	6ctn	CR352
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**100% Australian Lime Juice**

2L	6ctn	LM1002CTN6
2L	6ctn	LIM1002NOPRESCTN6

**100% Australian Orange Juice**

500ml	12pk	OJ100500
2L	6ctn	OJ1002
4L	3ctn	OJ1004

**100% Australian Orange Juice (Low Pulp)**

2L	6ctn	OJ1002ST
4L	3ctn	OJ1004ST

**Guava Juice Drink**

2L	6ctn	GU402
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**Passionfruit, Orange & Guava Juice Drink**

500ml	12pk	POG500
2L	6ctn	POG2

Additional flavours and products subject to seasonality

**FRESH JUICE & JUICE DRINKS**



**100%  
APPLE  
BLACKCURRANT  
JUICE**



**JIVE -  
KIWI, PEACH  
SMOOTHIE**



**JIVE -  
APPLE,  
CARROT,  
GINGER  
JUICE**



**JIVE -  
MANGO,  
BANANA  
NECTAR**



**100%  
PINEAPPLE  
JUICE**



**AUSTRALIAN  
ORANGE &  
PASSIONFRUIT  
JUICE DRINK**



**LENTINI  
SPARKLING  
WATER**



**AUSTRALIAN  
ORANGE &  
MANGO  
JUICE DRINK**



**ORANGE,  
MANGO &  
PAPAYA  
JUICE DRINK**



**LENTINI  
STILL  
SPRING  
WATER -  
GLASS**



**WAKE UP  
SHAKE UP**



**TOMATO  
JUICE**



**SPRING  
WATER**



<b>100% Apple Blackcurrant Juice</b>		
500ml	12pk	APBL100500
<b>100% Pineapple Juice</b>		
500ml	12pk	P100500
2L	6ctn	P1002
<b>Australian Orange &amp; Passionfruit Juice Drink</b>		
500ml	12pk	OP35500
2L	6ctn	OP352
<b>Australian Orange &amp; Mango Juice Drink</b>		
500ml	12pk	OM35500
2L	6ctn	OM352
<b>Orange, Mango &amp; Papaya Juice Drink</b>		
500ml	12pk	OMP60500x12
2L	6ctn	OM2CTN6
<b>Tomato Juice</b>		
2L	6ctn	T1002
<b>Wake Up Shake Up</b>		
2L	6ctn	WUSU2CTN6
<b>Jive - Kiwi, Peach Smoothie</b>		
300ml	12pk	JIVGRSM300
1L	6ctn	JIVGRSM1
<b>Jive - Apple, Carrot, Ginger Juice</b>		
300ml	12pk	JIVACG300
1L	6ctn	JIVACG1
<b>Jive - Mango, Banana Nectar</b>		
300ml	12pk	JIVMANBAN300
1L	6ctn	JIVMANBAN1
<b>Lentini Sparkling Water</b>		
330ml	24ctn	SMW330x24
750ml	12ctn	SMW750x12
<b>Lentini Still Spring Water - Glass</b>		
330ml	24ctn	SSW330x24
750ml	12ctn	SSW750x12
<b>Spring Water</b>		
350ml	12pk	SW350SH
600ml	12pk	SW600SH
600ml	24ctn	SW600CTN
1.5L	6pk	SW1.5SH
1.5L	12ctn	SW1.5CTN

Additional flavours and products subject to seasonality

LOVINGLY SQUEEZED & BOTTLED





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