

# QUEEN VICTORIA MUSEUM AND ART GALLERY

CHS 55

## PETERS FOODS PTY LTD COLLECTION

Ice Cream, Launceston  
Food Production Establishments, Launceston

### INTRODUCTION

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## INTRODUCTION

Peters Ice Cream (Vic.), which commenced operations in Melbourne in 1929, began distributing its products in Tasmania in 1932. Distribution was undertaken by Johnstone & Wilmot Pty Ltd until 1947, when Peters' York Street premises took over. Later the York Street building became Peters frozen foods store. Airfreight from Victoria replaced sea transport in 1949.

Peters Ice Cream (Tas.) Pty Ltd, a subsidiary company of Peters Ice Cream (Vic.), was established in 1954 to conduct Peters operations in Tasmania. The company built a factory on a 12 acre site at 89-99 Talbot Road, Launceston (previously an apple orchard) and on 11 July 1955 the factory made its first ice cream in Tasmania. Full production began in June 1956. Several houses were built on the property for key staff. Set in landscaped grounds, the factory became a popular tourist attraction.

In Peters Ice Cream (Vic.) Ltd 1962 annual report it was noted that the manufacture and distribution of crumpets had started on an experimental basis in Launceston as an added line for winter months. That year Peters Ice Cream (Tas.) acquired the Tasmanian Ice Cream Co. Pty Ltd.

By 1964 Peters Ice Cream (Tas.) had depots in Hobart, Devonport, Burnie, Ulverstone, Queenstown and St Marys. In addition to making ice cream, the company marketed products from the northwest coast under the Birdseye, Farmer Ed and Hy. Peak labels, made crumpets during the winter months and marketed refrigerators, water coolers and air conditioners manufactured by Peters' South Australian and Victorian companies. In 1964 Peters Ice Cream (Vic.) changed its name to Petersville Australia Ltd.

After distributing meat pies for two years, in 1966 the Launceston factory began making Four'n Twenty pies. The following year the factory commenced making a range of pastry goods, continuing to make puff and short pastry after pie production ceased. At this time Peters Ice Cream (Tas.) Pty Ltd was also manufacturing refrigeration equipment, including refrigerated containers used on Tasmanian railways, and supplying and installing commercial refrigeration systems.

In 1972 60 varieties of ice cream in different flavors and shapes were being manufactured in the Launceston factory, which employed 130 people and was one of the biggest buyers of Tasmanian milk and butterfat.

Australian United Foods, an amalgamation of the ice cream divisions of Petersville Australia Ltd and QUF Industries Ltd, was formed in 1980. Peters and Pauls brands continued to compete, but rationalisation saw 80% of Pauls products coming from the Launceston factory instead of Victoria.

The Launceston factory was upgraded in 1984 when a new refrigerated warehouse was opened.

In 1988 Australian United Foods was owned equally by Petersville Sleigh Ltd and Tooth & Co. Ltd, both companies associated with the Adelaide Steamship Group.

When Peters Foods, then a division of Pacific Dunlop Ltd, closed its Launceston ice cream plant on 30 July 1993, 30 people were employed at the factory and another 30 employed throughout the State

in sales and distribution. Peters Foods said the plant had become uneconomic. Allfood Distribution was to take over the distribution of Peters Food products in Tasmania and was negotiating to buy the Launceston site.

The collection was donated to the Queen Victoria Museum and Art Gallery in July 1993.

### **1. Record Books**

1/1	Ingredient/analysis (locked) book, July 1955-January 1961	1955-1961
1/2	Ingredient/analysis book, January 1961-March 1966	1961-1966
1/3	Ingredient/analysis book, March 1966-January 1969	1966-1969
1/4	Staff book (describes work performed by each member) July 1955-January 1956	1955-1956
1/5	Staff book (describes work performed by each member) January 1956-December 1956	1956
1/6	Visitors Book, Peters Ice Cream (Tasmania) Pty Ltd., 89-99 Talbot Road, Launceston, August 1956-October 1986	1956-1986

### **2. Minutes of Meetings**

2/1	Minutes of heads of departments meetings, April 1965- August 1968	1965-1968
2/2	Minutes of meetings of Peters Ice Cream (Tasmania) office investment club, March 1965-May 1966 (includes some financial records and correspondence)	1965-1966

### **3. Correspondence**

3/1	Letter to employees of Peters (Tasmania) from F N Shepherd, Director and General Manager, November 1962	1962
3/2	Letter to Manager, Peters Ice Cream (Tasmania) from Nettlefold & Jennings, Hobart, re dispute with W J and V Robertson, Sandy Bay, April 1964 (with associated material)	1964
3/3	Letters to B Jarman, Gravelly Beach; P Brown, Launceston; C Blake, G J Phillips, W Barkman, R Kennett, G Warren, W Langevaad, Petersville, Clayton, Victoria, from J I McKoy, General Manager, Peters Ice Cream (Tasmania) re compiling a history of the company, July 1966 (with notebook concerning project, June 1966)	1966

#### **4.Publications**

- 4/1 *Spectrum*, House Publication of Petersville Australia Limited (Winter 1975, Spring 1977, Winter 1979, Spring 1979, Autumn 1980); *Quik Licks* May 1981-December 1991 (incomplete) 1975-1991
- 4/2 *The pride of Tasmania: the new factory at Launceston – the most modern in the Commonwealth: Peters Ice Cream, the health food of a nation*, Launceston, c.1956, 10 p. c1956
- 4/3 *The complete guide to ice cream success: Australian United Foods sales aid for retailers* (1986/87) 27 p. 1986-1987

#### **5.Newspaper Cuttings**

- 5/1 Newspaper cuttings (chiefly *Examiner*) concerning Peters Ice Cream (Tasmania); photocopies of cuttings 28 April 1985, Peters Foods, 16, 30 July 1993 1957-1972, 1985, 1993  
**3 Oversize Items**

#### **6.Sample Books, Product Wrappers**

- 6/1 Sample book of 2-5 litre Peters and Pauls ice cream container labels; Royal Drumstick ice cream seal; plastic tops of Carbohydrate modified ice-cream, Dessert Delight containers 1981-88
- 6/2 Sample book of Peters frozen confections and ice cream wrappers etc (includes some Pauls and Dairy King wrappers) 1980-86
- 6/3 Numerous Peters frozen confections and ice cream wrappers (most being multiple copies); Peters puff and short pastry wrapping nd
- 6/4 Penguin, Tip-top, Farmland, Gaytime and Buttercup ice cream and frozen confections wrappers (some being multiple copies) nd

#### **7.Miscellaneous Records**

- 7/1 Invoice to Peters Ice Cream (Tasmania) from Cadbury-Fry-Pascall, Claremont re concentrated milk supplied, July 1955 1955
- 7/2 Typed notice announcing that Peters Ice Cream (Tasmania) donated 1000 pounds to Flood Relief Fund, April 1960 1960

7/3	Peters Ice Cream (Vic.) Ltd., chairman's address to shareholders at thirty-third annual meeting	1962
7/4	Peters Ice Cream (Vic.) Ltd., notice re managerial changes in Tasmania (with note from F N Shepherd, Director and Manager, Tasmania)	1962
7/5	Typed information on Emil Christensen, Chairman and Managing Director of Peters Ice Cream (Vic.)	1962
7/6	'Tasmanian Ice Cream Centre' and 'Australia's Health Food' (photocopy of typed information describing Peters Ice Cream (Tasmania) operations)	c 1963
7/7	'Petersville is launched: Governor opens vast new plant' (broadsheet); <i>This week: the Tasmanian traders' weekly</i> , 27 May 1964 (contains article 'Peter's (sic) chief abroad')	1964
7/8	Peters Foods wholesale ice cream price list	1993
7/9	Policy on merchandising, typed instructions	nd
7/10	8 mm film, 'Peters Ice Cream' written on lid	nd

### ***8.Ephemera***

8/1	Menu for dinner to G H Phillips on completing 25 years service with Peters Ice Cream in Victoria and Tasmania, at Village Inn, St Leonards, with telegram of congratulations from Christensen	1961
8/2	Envelope endorsed 'Peters Ice Cream (Tasmania) Pty. Ltd. 89-99 Talbot Road, Launceston', lower left front, 'Peters the Health Food of a Nation', back flap	nd

### **OTHER SOURCES**

QVMAG, Community History, 1994.P.0001-0203

QVMAG, Community History, Documentation series, 1999.P.0514

QVMAG, Community History, 1994.OH.10 A-C