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Rutter’s First to Bring Australia’s Four’N Twenty Beef Traveller to U.S. C-Stores

Partnering with Australia’s Patties Foods Group, Rutter’s continues to grow their food service offerings

YORK, PA. 02/04/2020: Rutter’s has partnered with Australia’s Patties Foods Group to launch the Four’N Twenty Beef Traveller in their 76-store chain. As an industry leader in food service, Rutter’s is always seeking out innovation that will build their award-winning menu. The Four’N Twenty Beef Traveller, a flaky golden pastry, filled with rich gravy and 100% Australian beef, will offer ease and convenience for Rutter’s customers looking for a quick bite to eat. As the first convenience store chain to carry the product, Rutter’s believes it is exactly what their customers desire.

“Our customers are always looking for great food and short wait time, because they’re constantly on the go,” stated Robert Perkins, Rutter’s VP of Marketing. “The Four’N Twenty Beef Traveller is a perfect fit for our stores, as we aim to exceed our customers’ expectations for quality and speed of service.”

The Four’N Twenty Beef Traveller is a beloved product in Australia, which led to the collaboration between Rutter’s and Patties Foods Group. The Four’N Twenty Beef Traveller has a big fan in Philadelphia 76ers Point Guard, Ben Simmons, who is a spokesman for the brand and will be involved in the marketing rollout. With more than 14g of protein, no artificial flavors and its great taste, the Four’N Twenty Beef Traveller will be a great snacking option for any Rutter’s customer!

“Patties Foods is thrilled to partner with an industry leader, in Rutter’s and continue to bring ‘The Great Australian Taste’ to Pennsylvanians. Rutter’s continues to show a willingness to look beyond their own borders for innovation, which has been key to their success,” said Anthony Kwenin, Patties Foods Sales Manager for North America. “We look forward to a great partnership and continued success in the US.”

For more information about the company, visit www.rutters.com.

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About Rutter’s

Rutter’s is a privately-held chain of convenience stores headquartered in Central Pennsylvania. Widely recognized as an industry leader in food service, innovative technology, and customer service, receiving
awards for International Convenience Retailer of the Year, 1st Nationally in Brand Loyalty and Customer Fit, and Food Service Retailer of the Year, Rutter’s operates 76 locations in Pennsylvania, Maryland and West Virginia. Part of a family managed group of companies, Rutter’s includes convenience stores, a dairy and beverage company, and a real estate company. With roots dating back to 1747, Rutter’s 273-year history makes it the oldest vertically-integrated food company in the United States.

About Four’N Twenty

Founded in 1947, in a country town in Australia, when a crafty cafe owner named LT McClure hung out a sign encouraging customers to peer through a window and watch “the most delicious beef pies being made”. By 1956, thousands of these warm, flaky treats were being churned out by the hour and delivered to hungry, happy mates. Aussies became hooked on this new taste sensation as Four’N Twenty showed up in towns and cities across the nation.

But there was one destination that really stood out, a place that kept the orders coming, season after season: football. Four’N Twenty pies became synonymous with the ritual of the game. In stadiums all across the country, you’d find tens of thousands of fans with a beer in one hand and a Four’N Twenty in the other. In 2003, Patties Foods bought the Four’N Twenty business and through their passion for the brand, it has continued to be a much-loved part of Australian culture. Over 70 years later, Four’N Twenty has become a beloved national icon and the No1 brand within the handheld savory category.

In 2018, Four’N Twenty began a new phase launching into Pennsylvania, USA, with a partnership with the Philadelphia 76ers and 2 Time NBA All-Star Ben Simmons.

Four’N Twenty is owned by parent company Patties Foods Group.

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