

### **Flavour Creations wins Lord Mayor's Business Award**

A company improving the quality of life of the one million Australians living with a potentially deadly swallowing condition has won the Queensland Urban Utilities Award for Product Innovation in the 2017 Lord Mayor's Business Awards.

Lord Mayor Graham Quirk said Flavour Creations was established 20 years ago by 2017 Telstra Queensland Business Woman of the Year Bernadette Eriksen. It's now a world leader in the production of appetising food and drink thickeners and employs more than 100 people.

The company manufactures 26 flavours for texture-modified diets along with ice cream that doesn't melt, for a global market. Last year, it launched its Dysphagia Cup, an innovation which allows customers to feed themselves independently.

Dysphagia can be caused by a stroke, head and neck cancer, dementia and Parkinson's disease, as well as a number of other diseases and it can also strike otherwise healthy older people.

The Dysphagia Cup is a revolution in the international ready-to-drink thickened beverage market. It's focused on patient safety and accessibility.

Flavour Creations supplies hospitals, aged care facilities and to direct consumers nationally and internationally. The company works collaboratively with universities and healthcare organisations in medical research studies.

The Lord Mayor's Business Awards are now in their 12th year and continue to attract record numbers of entries from a vast range of sectors and industries.

Cr Quirk congratulated all winners of the 2017 Lord Mayor's Business Awards, who were announced at a gala dinner at Brisbane's City Hall on Friday 27 October.

"Our award winners demonstrate the depth of talent, enterprising optimism and innovative mindset of our business community, who play a vital role in Brisbane's success at a local and global level," he said.

The Lord Mayor's Business Awards are staged by Brisbane Marketing and sponsored by ANZ, Australia Pacific LNG, Australia TradeCoast, BDO, Brisbane City Council, Channel 7, Energex, Epicure, HSBC, ISPT, Optus, Port of Brisbane, Queensland Urban Utilities, Singapore Airlines, Sirromet and Staging Connections.

Visit [Imba.com.au](http://Imba.com.au) for more information and the full list of winners of the 2017 Lord Mayor's Business Awards.

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## About Flavour Creations

Award-winning Flavour Creations is dedicated to enhancing the quality of human life through its constant pursuit of ground-breaking dysphagia and nutritional product innovations. For 20 years, the company's range of great-tasting pre-thickened drinks, high quality thickening powders and advanced nutrition offerings have delivered better patient outcomes and restored dignity and independence back to its customers.

In its pursuit to deliver the industry's best products and further its history of innovation, Flavour Creations created the Dysphagia Cup. A revolution in the international ready-to-drink thickened beverage market, the Dysphagia Cup is focused on patient safety and accessibility; empowering individuals who currently experience difficulty holding their own cup to feed themselves independently.

Flavour Creations supplies to hospitals, residential aged care facilities and directly to consumers living in the community - both in Australia and internationally.

For more visit [www.flavourcreations.com.au](http://www.flavourcreations.com.au)

## Dysphagia Fact Sheet<sup>1</sup>

- Dysphagia is the medical term for difficulty or discomfort in swallowing
- More than 1 million Australians have difficulty swallowing
- One in 17 people will develop some form of dysphagia in their lifetime
- A swallowing disorder may affect:
  - 15-30% of people aged 65+ living in the community
  - 50% of older adults in nursing homes
  - 84% of people with Parkinson's disease
  - 100% of people with Alzheimer's, at some point in their disease progression
  - 20% of adults with mental health disorders
  - 45% of patients with head and neck cancer, post chemoradiotherapy
  - 40% of stroke survivors have an ongoing need for support for swallowing
  - 25% of patients with Multiple Sclerosis have swallowing difficulties – increasing to as many as 65% of those with severe Multiple Sclerosis

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<sup>1</sup>[https://www.speechpathologyaustralia.org.au/SPAweb/Document\\_Management/Public/Swallowing\\_Awareness\\_Day.aspx?hkey=d40795b9-eba6-413b-939a-c3eb9a69084c#si](https://www.speechpathologyaustralia.org.au/SPAweb/Document_Management/Public/Swallowing_Awareness_Day.aspx?hkey=d40795b9-eba6-413b-939a-c3eb9a69084c#si)