



3rd August 2026

Media Release

To All Consumers and Retailers of Hoyts' Turmeric;

Hoyts Food refute the claims raised in the ABC Four Corners program regarding the purity and safety of Hoyts Turmeric.

Hoyts Turmeric

At Hoyts Food, the quality of our products and the safety of Australian families have been our highest priority for over 66 years.

We take any claim regarding food safety with the utmost seriousness.

In response to a recent report by ABC's Four Corners program alleging potential adulteration of Hoyts Turmeric products, we wish to categorically state to our customers and retail partners that **Hoyts Turmeric is 100% safe, non-adulterated and strictly compliant with Food Standards Australia and New Zealand (FSANZ) and international safety limits.**

Our Quality Assurance Process

Every batch of Hoyts spices undergoes multi-tiered quality control checks:

- **Batch Traceability:** Full supply-chain tracking from certified growers to retail shelves.
- **Accredited Testing:** Rigorous analysis conducted by NATA-accredited (National Association of Testing Authorities) independent laboratories.
- **Regulatory Compliance:** Full adherence to the Australian New Zealand Food Standards Code.

Key Facts & Analytical Evidence

We strongly reject the assertions made in the Four Corners broadcast and wish to clarify the following facts:

1. **All Batches Tested Fall Within International & Australian Standards:** Prior to the program's broadcast, Hoyts had been in regular communication with ABC Production staff at Four Corners. We responded to all requests for information, including providing the ABC with comprehensive expert's information about our Turmeric products. Four days prior to broadcast, the ABC's production team confirmed that their own multiple independent analytical tests showed that Hoyts products fell within the allowable international food safety standards. As a result, we were left surprised and confused by the allegations made in the program.





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2. **No Unsafe Adulteration or Lead Chromate:** To be clear, Hoyts does not tolerate or use banned pigments or synthetic additives such as lead chromate in any of our spice lines. All imported raw ingredients undergo stringent testing for heavy metals and contaminants both at origin and upon arrival in Australia.
3. **Naturally Occurring Minerals vs. Adulteration:** Claims made during the broadcast regarding iron oxide mistakenly confuse naturally occurring soil minerals with deliberate physical adulteration. Turmeric is a root crop grown directly in earth rich in natural minerals, including iron. Trace presence of naturally occurring minerals is standard in unprocessed agricultural products and does not constitute “crushed rock” or added weight.

Moving Forward with Transparency

We understand that misleading media reports can cause undue anxiety and concern.

The suggestion that Hoyts took deliberate action regarding any of the above points is unfounded, demonstrably false and defamatory.

Hoyts remains committed to delivering authentic, safe and quality food products to Australians.

In over 66 years in business, our steadfast commitment to Australian standards and full regulatory cooperation is why Hoyts remains a household name.

We thank our customers and stockists for your continued trust and support. We intend to serve you with integrity for a further 66 years and more.

Kind Regards,



Changes the mood of food!

Hoyts Food Manufacturing Industries Pty Ltd

