

Sonia Bruno

Be passionate about what you do with the drive and determination to achieve it.

Magill has been home to Sonia and the Viscione family for over 50 years, since the family migrated from Italy in the late 1960's. Their values of being connected to a community of family and friends, has been the foundation for Continental Taralli Biscuits.

Sonia's parents, John and Anna Viscione, wanted to continue their traditional cooking and so built a small wood oven and started baking bread and the traditional taralli biscuits for friends and the local community. Within a couple of years, the family-owned and operated Continental Taralli Biscuits was established. 50 years on, with all the products manufactured from Magill, their almost 20 artisan biscuits are available throughout supermarkets in Australia and exported to Singapore.

Sonia has been involved in the business since a toddler; helping mix the dough, pack, serve customers, going on deliveries and even stack shelves. Sonia attended Magill Primary and Morialta High School, before completing a Diploma in Accounting.

Sonia knew that 'business was in her blood' and being passionate about family and tradition deciding to work in the business, was easy. 'Our customers are our family – everyday is like catching up with family and friends over coffee with delicious biscuits of course'.

At the age of 18, Sonia took on managing the business' administration, finance and sales. Her business mindset, enthusiasm to streamline processes, and grow the business, has been invaluable.

Sonia's role model has been her father – his hard work, family commitment and problem solving has supported her to take the business to the next level. Her mother, Anna's caring and nurturing ability to reach out to others, provides the perfect balance for this family business.

Sonia met her husband when he came to the factory to do repairs. A few months later, friends connected them over dinner, and today they share two beautiful boys. Her family helps Sonia at events, and her husband still looks after the repairs! Sonia and her husband own Bruno Homes, a building and construction company and Sonia manages the administration and finances.

Sonia is proud of the Continental Taralli heritage; they were winner of the 2021 Consumers Awards at the South Australian Premiers' Food Award, and a finalist in Business Excellence and Business Innovation. The company uses quality local products – flour from Laucke, olive oil from Willunga, lemon myrtle from Hahndorf etc.

Sonia's vision for the future includes expanding the factory, producing a gluten free range and maybe even exporting products back to Italy. Being involved in the Campbelltown Moonlight Markets, Tasting Australia and Campbelltown Food Trail enables them to promote local produce. Sonia is a proud Campbelltown Brand ambassador and attends many events in SA from local markets to the Adelaide Show and specialist events sharing her passion.

Sonia sees success as not about how much money you earn or what car you drive, but more importantly the values you uphold. Her message to her younger self is 'be kind, be open, be respectful and be ready to help others'.

“Remember to make time for yourself, regardless of what the world throws at you.”

Celebrating International Women's Day with the 'Women of Campbelltown' project – inspiring stories of local women, their achievements and contributions to the Community.

To see the full stories visit: www.campbelltown.sa.gov.au/iwd

Thank you to the women who participated and volunteer interviewers Di Booker and Katrina Spencer.