CLAIMS:

1. A bracket configured to accommodate a hose operable to dispense fluid, the bracket including:

at least first and second portions extending along two different axes such that when the hose is accommodated by the first and second portions of the bracket, the first and second portions cause the hose to bend;

wherein a distal end of the first portion is in the form of an annular ring and a distal end of the second portion is in the form of a curved arm; and

wherein the bracket further includes at least one projection configured to engage an outlet portion of a container within which the fluid that is to be dispensed is contained to thereby retain the bracket in connection with the container when the container is in a sealed state.

2. A bracket according to claim 1, wherein the two axes are oriented substantially between 80 degrees and 100 degrees relative to one another.

3. A bracket according to either claim 1 or claim 2, wherein the two axes are oriented substantially at 90 degrees relative to one another.

4. An apparatus configured to facilitate the dispensing of fluid from a container, the apparatus including:

a hose defining a first flow diameter operable to dispense fluid,

an adapter defining a second flow diameter, the adapter configured to connect one end of the hose to an outlet portion of the container, the outlet portion of the container defining a third flow diameter; and

a bracket configured to accommodate the hose, the bracket including:

at least first and second portions extending along two different axes such that when the hose is accommodated by the first and second portions of the bracket, the first and second portions cause the hose to bend;

wherein a distal end of the first portion is in the form of an annular ring and a distal end of the second portion is in the form of a curved arm; and

wherein a bracket further includes at least one projection configured to engage an outlet portion of the container to thereby retain the bracket in connection with the container when the container is in a sealed state.

5. An apparatus according to claim 4, wherein the first, second and third flow diameters are substantially the same.

6. An apparatus according to either claim 4 or claim 5, wherein the two axes are oriented substantially between 80 degrees and 100 degrees relative to one another.

7. An apparatus according to any one of claims 4 to 6, wherein the two axes are oriented substantially at 90 degrees relative to one another.

8. An apparatus according to any one of claims 4 to 7, wherein the container is fabricated from a flexible material thereby enabling the fluid contained within the container to be dispensed by the application of an external compressive force to the container.

9. A method of retaining a bracket and a fluid dispensing hose on a container when the container is in a sealed state, the bracket including:

at least first and second portions extending along two different axes such that when the hose is accommodated by the first and second portions of the bracket, the first and second portions cause the hose to bend, wherein a distal end of the first portion is in the form of an annular ring and a distal end of the second portion is in the form of a curved arm;

at least one projection configured to engage an outlet portion of the container to thereby retain the bracket in connection with the container;

the method including:

accommodating the hose by the bracket; and

engaging the at least one projection on the bracket with the outlet portion of the container.

10. A fluid dispensing assembly including:

a container including:

a substantially upright body;

an outlet portion extending from an upper front corner of the container at a substantially obtuse angle relative to the upright body of the container;

a bracket for accommodating a hose, the bracket including:

at least first and second portions extending along two different axes such that when the hose is accommodated by the first and second portions of the bracket, the first and second portions cause the hose to bend;

wherein a distal end of the first portion is in the form of an annular ring and a distal end of the second portion is in the form of a curved arm; and

a projection configured to engage the outlet portion of the container; wherein

the projection is arranged relative to the first and second portions of the bracket such that when the projection and outlet portion of the container are engaged, the bracket is retained against the upright body the container; and

the projection is angled relative to the first and second portions of the bracket such that when the projection and the outlet portion of the container are engaged, one portion of the first and second portions of the bracket extends substantially horizontally along a top edge of the container and the other portion of the first and second portions of the bracket extends substantially downwardly along the upright body of the container.