



## **McCain Foods New Healthy Choice Wholegrains range**

### **Proves that Healthy can also be Delicious!**

**Melbourne: Wednesday, 16 April, 2015** McCain Foods has expanded its range of Healthy Choice frozen meals with a new line of Wholegrains meals.

McCain Foods Australia, with its in-house chef, created the recipes for the meals featuring a range of international flavours, including ancient grains (such as quinoa), brown rice, chia seeds, pulses, and wholemeal pasta.

The varieties are:

- \*Thai Beef and Basil Stir Fry with Brown Rice & Quinoa
- \* Moroccan Lamb Tagine with Chickpeas & Brown Rice Pilaf
- \* Mexican Slow Cooked Beef with Brown Rice & Quinoa
- \*Italian Beef and Chia Meatballs with Wholemeal Spaghetti
- \*Malaysian Beef Curry with Brown and Wild Rice

According to the 2014 Australian Grains and Legumes Consumption and Attitudinal Study, 3 in 4 Aussies are not eating enough whole grain foods.

Mr. Mike O'Brien, Marketing Director Australia New Zealand, said: "A lot of frozen healthy meals are heavily grounded in 'what's out', claiming either lower fat or fewer calories. Australians and New Zealanders are now more focused on 'what's in', and are increasingly looking for good carbs and good grains."

"Taste is really what brings customers back, so while nutritional benefits and convenience are a must, offering great tasting meals is the key to success at McCain," says Mr. O'Brien.

Healthy Choice Wholegrains products will be available in all major Australian and New Zealand supermarkets soon.

RRP \$6.49

product 340-350 grams

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## About McCain Foods

McCain Foods, a privately owned Canadian company headquartered in Toronto, and a leader in the frozen food industry, employs 18,000 people and operates 46 production facilities on six continents and generating annual sales in excess of C\$7 billion. McCain Australia/New Zealand is a subsidiary of McCain Foods Limited that specializes in frozen potato products, vegetables, dinners, pizza, desserts and fruit, for both the retail and Foodservice sectors. The company operates production facilities, which are located on five sites; in Australia: Lisarow, New South Wales; Ballarat, Victoria; and Smithton, Tasmania; in New Zealand: Hastings and Timaru.

## Product shots

