



Media Release - For immediate release

McCain Pizza Toasties – Pizza “As Easy As Toast” Satisfying Aussie Families On-The-Go

MELBOURNE – 09 April, 2015: McCain Foods Australia has launched a category first for Australia with a new range of McCain Pizza Toasties, offering pizza lovers of all ages a convenient hot pizza snack that is ready from frozen in just a few minutes.



By quickly heating and then finishing in the toaster for a golden crispy crust with a warm delicious filling, the McCain Pizza Toasties deliver a convenient and satisfying way to enjoy pizza snacking on-the-go.

“We’re thrilled to be introducing a unique product range to the category that will meet the needs of the modern, busy Australian families who want great tasting snacks that are quick and easy to prepare,” said McCain Foods ANZ Marketing Director, Mike O’Brien. “McCain Pizza Toasties are a great tasting, quick and convenient snacking option that can easily be prepared – it is pizza as easy as toast.”

McCain Pizza Toasties are available from Coles, Woolworths and Metcash stores nationally, in a range of great tasting flavours – Ham & Cheese, Cheese & Tomato and BBQ Beef. All flavours contain no artificial colours or flavours and include mozzarella cheese giving them a delicious authentic taste. The new McCain Pizza Toasties retail at a recommended price of \$7.49 for a 400g pack of four.

McCain will be supporting the launch of McCain Pizza Toasties in Australia with an integrated marketing campaign throughout April, May and June 2015. An outdoor campaign will be live from 1st April to 21st June with Shopalites, Street Furniture, ActiveVision and Bus fullbacks and a sampling campaign executed during April in selected shopping centre locations in New South Wales and Queensland. In April, McCain Facebook will be hosting an online competition “Name the People’s Pizza Toastie,” encouraging consumers to tell which Pizza Toastie flavour would draw a crowd. The winner will receive \$5000 to host the ultimate crowd-pleasing event and have their creation brought to life!

For more information about the entire range of McCain meals, pizzas and snacks, please visit www.mccain.com.au/ or www.facebook.com/McCainFoodsANZ

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.

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