



McCain Foods back on air with Healthy Choice Tradies campaign

Melbourne: Friday, 24 July 2015: McCain Foods, in partnership with Whybin\TBWA Group Melbourne, will launch a series of 15-second TVCs supporting their range of Healthy Choice Whole Grains meals.

Katrina Wilson, McCain Foods Australia/New Zealand Marketing Manager says “the Healthy Frozen Meals category is expanding beyond diet. Consumers are now demanding meals with positive health benefits to meet their wellness goals.”

“Our new, delicious Whole Grains meals are 97% fat free but have the added benefits from whole grains, like fiber and complex carbohydrates.”

The three TVCs, airing nationally from Sunday the 26th of July, build upon the previous successful Healthy Choice campaign that featured a couple of tradies on a lunch break, feeling jealous over their mate’s Healthy Choice meal.

“We’ve brought back the same characters and sense of humour Aussies loved,” says Wilson, “but this time they are joking about the trendy inclusions of healthy ancient grains, such as quinoa and chia.”

The Healthy Choice meals featured in the 3 separate ads are:

- Thai Beef and Basil Stir Fry with Brown Rice and Quinoa
<https://www.youtube.com/watch?v=o0ZUYi9NOXs>
- Italian Beef and Chia Meatballs with Wholemeal Spaghetti
<https://www.youtube.com/watch?v=KHolK55U8iE>
- Japanese Teriyaki Chicken with Brown and Wild Rice
<https://www.youtube.com/watch?v=Z39STFN54-s>



About McCain Foods

McCain Foods is a privately owned Canadian company headquartered in Toronto. It is a leader in the frozen food industry, employs 18,000 people, and operates 41 production facilities on six continents, 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, located on five sites; in Australia: Lisarow, in New South Wales; Ballarat, in Victoria; and Smithton, in Tasmania; and New Zealand, in: Hastings and Timaru.

www.mccain.com.au or www.mccain.co.nz

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