



# Media Release

FEBRUARY 12, 2016

## McCain Foods Wins Product of the Year for Roasts

**Melbourne – February 12, 2016:** McCain Foods has reaffirmed its status as one of Australia's favourite frozen food suppliers after receiving the prestigious Product of the Year award for its innovative Roasts pre-cut seasoned roast potatoes last night.

Bringing home the award in the Frozen Sides category, the Australian-grown Roasts proved favourite among the 14,300 grocery shoppers who participated in the independent consumer survey which determined the award winners.

McCain Foods Marketing Manager Angela Thorpe said she was delighted to receive the award, which recognised the company's commitment to innovation and delivery of great taste, in its flagship category.

"Potatoes are the foundation of the McCain Foods business so we're honoured to receive this award for our new Roasts in the Frozen Sides Product category.

"An overwhelming 71 per cent of Australians make and roast their potatoes from scratch, so acceptance and success of a convenient, frozen format in Roasts is a real breakthrough for us."

"We've witnessed a significant shift in consumer behaviour which defies traditional trends – Australians are now enjoying that Sunday roast feeling any night of the week – and that's an exciting step forward for us," Ms Thorpe added.

The convenient pre-cut Roasts are ready in just 30 minutes and are favoured by consumers with their fluffy insides and crisp, seasoned outsides in homestyle flavours of Traditional and Rosemary & Garlic.

Updated packaging will shortly be released, displaying the well-recognised "Product of the Year" stamp of quality, a symbol of best-in-category and vote of consumer confidence.

McCain Foods will celebrate the award win with all-new point of sale advertising in addition to an exciting social media and television campaign launching later this year.

McCain Roasts are available in the freezer aisle of selected Coles, Woolworths, and IGA stores nationally. Traditional Roasts and Rosemary & Garlic Roasts are available in a large 800g size for the whole family to enjoy for RRP \$4.49.

Product of the Year is the largest independent consumer survey in Australia with 14,300 household shoppers surveyed by Nielsen to determine the winners.

-ends-



# Media Release

For more information, interview opportunities and product images, please contact Porter Novelli Melbourne:

**Nicole Henden**

03 9289 9555 / 0424 811 931

[Nhenden@porternovelli.com.au](mailto:Nhenden@porternovelli.com.au)

**Emily Yarwood**

03 9289 9555 / 0417 301 088

[EYarwood@porternovelli.com.au](mailto:EYarwood@porternovelli.com.au)

## About McCain Foods

McCain Australia/New Zealand is a subsidiary of McCain Foods Limited that specialises in frozen potato products, vegetables, dinners, and pizza, for both the retail and Foodservice sectors. The company operates production facilities, located on five sites in Ballarat in Victoria, Lisarow in New South Wales, Smithton in Tasmania and Hastings and Timaru in New Zealand.

McCain Foods is a privately-owned Canadian company headquartered in Toronto. It is a leader in the frozen food industry, employing 18,000 people and operating 46 production facilities on six continents and generating annual sales in excess of C\$7 billion.

