



Media Release

MARCH 7, 2016

McCain Takeaway Pizza delivers on quality and taste for Australia

Melbourne – March 7, 2016: McCain Foods is set to launch its game-changing frozen Takeaway Pizza range in national supermarkets today.

Specially designed to provide consumers with the takeaway experience, the selection of premium frozen pizzas boasts stone-baked crispy crusts and generously hand-topped flavour combinations.

McCain Foods Australia/New Zealand Marketing Manager Katrina Wilson said the company was excited to launch the new product, which aims to combine takeaway quality and taste, with the ease and convenience at home whenever desired.

“McCain is a leader in the frozen food category and we’re committed to developing products that deliver on convenience and great taste, with no compromise,” Ms Wilson said.

“Takeaway Pizza is no exception; we’ve worked hard to create a range we’re proud of and know consumers will enjoy.”

“Ideal for sharing, Takeaway removes the hassle of ordering and waiting while delivering a delicious piping hot pizza, straight from the oven,” she added.

Topped on a delicious crispy crust, the range is available in four mouth-watering flavour combinations including Super Supreme with Calabrese Salami, pineapple and olives; Aussie Angus Steak and Bacon; Spicy Chorizo; and Aussie BBQ Chicken & Bacon.

To coincide with the launch of Takeaway, McCain Foods will release an exciting new advertising campaign starting with the launch of a TVC, airing nationally from Sunday 6 March, 2016.

The McCain Takeaway commercials challenge viewers to “Put it to the Test” with a comedic take on a blind taste test, revealing preference for the new range over a delivery pizza. The [15 second](#) and [30 second](#) TVCs were created by Whybin TBWA Melbourne.

The McCain Takeaway Pizza range is available in the freezer aisle of selected Coles, Woolworths, and IGA stores nationally. Available in a large 530g size for RRP \$8.49.

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

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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.

www.mccain.com.au

