



# Media Release

20 June 2016

## New McCain Healthy Choice range packs a protein punch

**Melbourne – June 20, 2016** As Australians continue to seek ways to add more protein to their diet, McCain Foods' Healthy Choice Protein Plus provides a convenient and tasty way to help them boost their intake. Launching this week, the frozen meals range can be found in supermarkets nationally.

With 50 per cent more protein than regular Healthy Choice meals,\* the new range combines on-trend ingredients like quinoa, chia, coconut and lemongrass with 100 per cent Australian chicken breast, at least one full serve of vegetables and no preservatives.

McCain Foods Head of Marketing, Retail Katrina Wilson said the range has been developed in collaboration with an in-house chef and consulting nutritionists to ensure nutritionally balanced, convenient meals that don't compromise on taste.

"Healthy Choice has always been a trusted go-to for nutrient-rich, tasty and convenient meals, but our new Protein Plus range raises the bar even higher with 50 per cent more protein than regular Healthy Choice\* per serve."

The range features four mouth-watering flavour combinations including Thai Coconut and Lemongrass Chicken, Smokey Paprika Chicken, Chicken Satay and Italian Baked Chicken.

"It's one thing to provide a nutritionally-balanced meal, but we've worked hard to ensure this range meets the taste test, too. The end result is a collection of healthy, protein-packed, delicious meals that boasts exciting flavours," Ms Wilson added.

McCain Healthy Choice Protein Plus is available in the freezer aisle of selected Coles, Woolworths and IGA stores nationally. The 360g individual meal is RRP \$7.59. For more information, visit:

<http://mccain.com.au/product-category/meals/>

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**\*Green range. Excludes Whole Grains, Chicken Carbonara and Lasagne.**





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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.