



Media Release

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McCain on trend with new wood fired sourdough pizza range

Melbourne – March 22, 2017: As the food revolution continues, and Aussies continue to raise their expectations of their favourite food brands, McCain Foods has provided families with a new, gourmet frozen pizza range that's tastier, minimally processed and can deliver a closer-to-homemade experience at home.

McCain's new Rustica sourdough pizzas are made using natural ingredients with no artificial colours or flavours, atop a crisp wood-fired sourdough crust.

McCain Foods Australia and New Zealand Head of Marketing, Katrina Wilson, believes the new pizza range meets the high standard that Australians now expect in frozen foods and satisfies consumer demand for convenient, premium quality pizza in the comfort of their own home.

"Most families don't want to labour in the kitchen after a long day at work to stretch a freshly risen pizza dough and top with quality ingredients just purchased from the local deli; nor do they want to leave home again to be waiting in a restaurant for dinner. With the simple convenience of Rustica, a sourdough wood fired pizza can be piping hot and ready to enjoy within 15 minutes," said Wilson.

The first three mouth-watering varieties to be introduced are a classic Margherita, Four Cheese, and Spinach and Mozzarella with sundried tomatoes.

"Sourdough is currently growing in popularity in Australia, so we're very pleased our product is launching at a time when consumers are looking for exactly this sort of pizza."

"Risen slowly with 24 hours of proofing and baked in wood fired ovens, the sourdough base provides McCain Rustica crusts the signature sensory features of artisan sourdough bread, including its desired tangy and slightly smoky flavour and crisp, airy chew." Mrs. Wilson said.

"At McCain Foods, we not only want to lead innovation in the frozen pizza category, but we want to provide our customers easy, delicious and healthy meal solutions."

The McCain Rustica Sourdough Pizza range will hit the freezer aisle of selected Coles, Woolworths, and Metcash stores nationally this week for \$7.49. For more information, visit

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

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About McCain Foods

McCain Foods Australia 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 three sites in Ballarat in Victoria, Lisarow in New South Wales and Smithton in Tasmania.

McCain Foods is a privately-owned Canadian company headquartered in Toronto. It is a leader in the frozen food industry, employing 20,000 people and operating 51 production facilities on six continents.

www.mccain.com.au

