



Media Release

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McCain gets *Rustic* with new skin-on chip range

Melbourne – 16 May, 2017:

As Australians are becoming more aware of their food; what they're eating and what is going into the products they buy, they're seeking simpler meal solutions with minimal processing. McCain Foods understands these needs and has just launched a new range of wholesome chips that are as close to homemade as possible.

McCain Foods' new skin-on *Rustic* chip range showcases the nutritiously natural taste of the humble potato. Made with natural ingredients, no artificial colours or flavours, these skin-on chips are the only product of their kind in the retail market.

Head of Retail Marketing ANZ, Katrina Wilson, said that "McCain Foods understands that consumers are looking for more natural products and the taste and quality guarantee of homemade, without all the work of cooking from scratch".

"Aussies love their potatoes, and more than that we love our chips! We're helping to bring back memories of traditional home cooking, with pure and simple flavours which provide consumers with more better versions of their favourite foods," said Allen Hunt, Marketing Manager.

"*Rustic* chips are a wholesome comfort food option, ideal for people who are conscious about what they buy and eat, yet are wanting to enjoy delicious chips. They are for those wanting a convenient and wholesome meal at the end of a busy day.

The *Rustic* range offers two of McCain Foods favourite cuts to choose from: Thin or Chunky.

For creative ways to enjoy McCain *Rustic* chips, McCain Foods have partnered with the chefs at the My Market Kitchen TV programme to develop easy recipes, such as Nacho Fries with Guacamole and Baked Chicken with Chips and Mango Salsa.

The McCain *Rustic* chip range, sold in 650 gram packs, are currently available in freezer aisles nationally.



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

Cristina Natoli

03 9289 9555/ 0405 215 323

cnatoli@porternovelli.com.au

Adriana Haddad

03 9289 9555/0416 151 991

ahaddad@porternovelli.com.au

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