



Media Release

05, 2018

McCain gives Friday nights flavour with new *Shake Shake* oven chips

Melbourne – May, 2018: The newest frozen chip range created by McCain Foods takes your favourite snack flavours into the freezer, enhancing family and friends nights in with a fun and interactive eating experience.

The new *Shake Shake* range takes hot potato chips from the side of the plate to the centre of attention, with seasonings never before seen in the frozen chip aisle such as Chicken or Salt & Vinegar.

McCain Foods Product Manager, Simone Formisano, said that the latest release from McCain Foods is a response to the changes in the way friends and families are eating meals – and that a family dinner doesn't always mean 'meat and three veg' at the dining table anymore.

"Snack-based dinners that can be enjoyed on the couch or shared around the coffee table are trending, so we wanted to create an easy-to-prepare and shareable product that promotes a social and stress-free eating experience with family and friends," Ms Formisano said.

"We know that 95 per cent of frozen potato products are currently consumed side of plate as part of a main meal. We wanted to focus our newest release on making hot chips the hero of any meal rather than an add-on. The new range is simply delicious, and our *Shake Shake* varieties are flavours that Australians know and love.

"McCain wants to 'shake' things up with a product that takes centre stage!"

The *Shake Shake* range is available in three crowd-pleasing flavours: Chicken, Salt & Vinegar and Cheese & Onion. Simply pour the included flavour sachet into the bag, shake to flavour the chips and tip onto an oven tray, and bake; then enjoy sharing these moreish chips right from the bowl.

The *Shake Shake* range is available in all major supermarkets nationally. Available in 500g bags that include a flavour sachet inside.

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

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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