



Media Release

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McCain Delivers Ready-to-Eat Flavoursome Slow Cooked Meals

Melbourne – July, 2018: McCain Foods is once again driving innovation in the freezer aisle, bringing convenience to comforting slow cooked meats and root vegetables, with a new range of delicious Slow Cooked Meals.

With the slow cooked meal back in fashion, McCain researchers have discovered that more Australians want to enjoy a 'faster' slow cooked meal – a meal that delivers flavour and has a 'home-cooked' feel - without having to wait for hours for it to cook.

McCain Foods Meals and Pizza Marketing Manager, Chris Martin, says McCain has launched the new Slow Cooked Meals range to satisfy consumers' tastebuds and their requests for a hearty and tender, ready-to-eat meal.

"There's nothing quite as satisfying on a cold winter's night than digging in to an eight-hour slow cooked beef or a ten-hour pulled pork with all the trimmings. For many of us, slow cooking is a luxury only enjoyed in restaurants, or only on weekends, because we just don't have the time and resources to cook them during a busy week," Mr Martin said.

"At McCain, we know that good things take time. With our Slow Cooked Meals range, we've taken the hassle and long cooking hours from our customers, cooking our meats 'low and slow' until perfectly tender and packed with flavour. Served with classic sauces and wholesome vegetable sides, these convenient meals are both complete and very satisfying."

Drawing inspiration from traditional slow cooked favourites, consumers have three delicious options to choose from: Seven-hour Slow Cooked Lamb in a rosemary gravy served with mash, green beans and baby carrots, eight-hour Slow Cooked Beef in a red wine jus, served with mash, peas and carrots and the 10-hour Slow Cooked Pork in an apple sauce, served with root vegetables and beans.

The McCain Slow Cooked Meals range is available in the freezer aisle of selected Woolworths and Metcash stores nationally. Available in a 300g size for RRP \$6.99.

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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

Madeleine Page

03 9289 9555 / 0427 869 203

mpage@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