



# Media Release

July, 2018

## For the love of chips... McCain has done it again!

**McCain Foods is first leading potato brand to offer  
Gluten Free option to major supermarkets nationally**

**Melbourne – July, 2018:** McCain Foods prides itself as being the expert in chips, and McCain has 'done it again,' this time being the first frozen chip brand to bring certified gluten-free chips to market in major supermarkets across the country.

Today, nearly one in 10 Australians is avoiding or limiting their consumption of wheat-based products<sup>1</sup>. McCain Foods has responded to this health-conscious trend and dietary requirement with the launch of *Gluten Free Thin Cut Chips*. McCain wants everyone to be able to enjoy a delicious chip!

McCain Foods ANZ Marketing Manager, Allen Hunt, says that McCain prides itself on staying ahead of food trends and innovation in the frozen food category.

"Our newest product release gives a wider range of consumers the opportunity to indulge their love of chips, no matter their dietary requirements or preferences. We work hard to understand what our consumers want and deliver for their needs. We're really excited to be entering into the gluten-free space, providing customers with a more wholesome option," Mr Hunt said.

"These all-natural, skin-on chips are batch tested to be certified gluten-free; they're delicious, wholesome and crunchy. Being gluten-free takes nothing out of the end product, just extra precautions in production."

"The humble oven-baked potato chip is a much-loved favourite in Australia, and we are thrilled to continue to provide our customers more of what they want with this gluten-free thin cut chip."

Made with natural ingredients and no artificial colours or flavours, McCain Gluten Free Chips are available at Woolworths and Metcash stores nationally for \$4.49.



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<sup>1</sup> Golley, Sinead (2015). *Understanding the choice to go gluten or wheat-free*. CSIROscope. <https://blog.csiro.au/understanding-the-choice-to-go-gluten-or-wheat-free/>



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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](http://www.mccain.com.au)