



# Media Release

October 2018

## McCain Foods Provides Hot Chip Joy in under 3 Minutes

**Melbourne – October, 2018:** McCain Foods knows its customers have a love affair with piping hot chips and has introduced the new Quick Chips range to satisfy that desire, and quickly - ready to serve in just three minutes.

The straight-cut chips come a 2x 100gram individual serve portion pack to quickly satisfy cravings for a hot, crispy snack.

McCain Foods ANZ Marketing Manager Allen Hunt said McCain works hard to stay ahead of consumer trends to bring the best kind of fast-food to the freezer aisle.

“We live in an instant world, where people are used to modern technologies that can deliver pleasures at the touch of a button. This extends to snack time – they want a hot snack that can be made rapidly, easily, and that will deliver immediate and delicious gratification,” Mr Hunt said.

“Quick Chips are ready after only three minutes in the microwave, and make a hot, tasty snack to satisfy what we like to call ‘hot chip joy.’ They make a great afterschool treat or weekend indulgence for people who want a great-tasting snack without having to wait for it to come out of the oven or run out to their favourite quick service restaurant.”

The McCain Quick Chips range is available in the freezer aisle of selected Woolworths and Coles nationally. 200g double pack RRP \$2.50.

**Ends**



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