



# Media Release

1 May 2019

## Tame your hunger like a boss with new McCain *Flavour Boss* Pizza

**Available in three mouth-watering flavours, this new range delivers a takeaway-style taste right from your very own freezer**

**Melbourne – April 2019:** To bring Australians the big-on-flavour, satisfying takeaway-style pizzas they love, McCain is adding a bold new contender to its line-up: *Flavour Boss* Pizza.

This new range is perfect for Australians who enjoy the convenience of frozen pizza yet may often reach for more cheese and toppings. *Flavour Boss* delivers the taste and flavour experience of takeaway pizza, with a delicious selection of toppings on a crispy, light and airy crust to satisfy any craving.

The range includes flavours like Mega Meat Feast, delivering a satisfying meaty flavour with four types of meat; Extra Cheese Pepperoni, topped with a generous amount of cheese; and Super Supreme, which has that extra oomph of flavour. Simply bake for 15 minutes in a conventional oven for the perfect footy-season meal.

McCain Foods ANZ Pizza Product Manager Priyanka Manchanda says that McCain has listened to what Australian consumers have asked for and is excited to give them a frozen pizza packed full of flavour and more toppings.

“Consumers tell us they sometimes trade convenience for flavour when it comes to frozen pizza. We know many people are adding extra toppings to their pizza to increase the flavour. McCain *Flavour Boss* offers consumers all the convenience of frozen pizza without any of the compromise on flavour.”

McCain’s *Flavour Boss* Pizza range is available in the freezer aisle at Woolworths, Coles and other independent retailers, with an RRP of \$7.50.

**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)

