

## Allergy sufferers can hop into Woolies for Easter chocolate

**Thursday 14 April 2011:** Woolworths is answering the call from allergy sufferers this Easter by launching a range of no added sugar, lactose free and nut free Macro chocolate Easter eggs and bunnies.

A recent Australian study<sup>1</sup>, involving 5,000 infants, found that one in 10 suffered from a food allergy and that Melbourne is the city that suffers the most.

Jenny Mowatt, General Manager of Woolworths Health and Wellness, said “Woolworths understands that some of our customers need to avoid certain food ingredients due to allergies or health concerns. Astoundingly, recent research has also shown that 10 per cent of Aussie kids suffer from food allergies, so it’s now more important than ever to provide an alternative, especially at Easter.

“This year, we have specifically developed a range of chocolate eggs, treats and bunnies to cater to health concerns like Hyperglycemia, nut allergies or lactose intolerance. The Macro bunnies and eggs are especially good for parents with children suffering from allergies as the kids can still enjoy all the fun of Easter with a specialty chocolate.”

Maria Said, President of Anaphylaxis Australia, said, “The Australian food industry continues to do more to improve choices for those with special food needs. Those with peanut or tree nut allergy have very little choice when it comes to chocolate so having Easter chocolate that is carefully made away from nuts is a great step forward for Woolworths.”

Woolworths Macro Easter chocolate is available in three different categories: No added sugar, Lactose Free and Nut Free. The range includes:

- Macro Easter Bunny (No Added Sugar Milk Chocolate, Lactose Free Dark Chocolate or Nut Free Milk Chocolate) 130g at \$6.98 ea.
- Macro 12 Easter egg crates (Nut Free Milk Chocolate) 200g at \$6.98 ea.
- Easter gift packs with a single egg and loose chocolate treats (Lactose Free Dark or No Added Sugar Milk Chocolate) 225g at \$12.98 ea.

For more information on Woolworths Macro, please visit:

[www.woolworths.com.au/macro](http://www.woolworths.com.au/macro)

For further information please contact:

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<sup>1</sup> Reference: *The 2011 Health Nuts study, Murdoch Childrens Research Institute*