

Australia's top lamb loving towns and suburbs

24 January 2014: People right across the country are gearing up to celebrate Australia Day with lamb again this year, but there are some areas that love their lamb even more than most.

Australia's biggest lamb-lovers live in Kalgoorlie in Western Australia, followed by Rye in Victoria and Karratha, also in Western Australia.

The top lamb-loving suburbs and towns by State are:

New South Wales - 1. Caringbah (Sydney), 2. Mona Vale (Sydney), 3. Brookevale (Sydney)

Queensland - 1. Carindale (Brisbane), 2. Nambour, 3. Runaway Bay (Gold Coast)

Victoria - 1. Rye, 2. Mornington, 3. Traralgon

Western Australia - 1. Kalgoorlie, 2. Karratha, 3. Success (Perth)

South Australia - 1. Unley (Adelaide), 3. Marion (Adelaide), 3. Victor Harbor

Tasmania - 1. Devonport, 2. Burnie, 3. Kingston

In 2013, Woolworths successfully put lamb back on the dinner table with six million legs of Australian lamb sold – a 20 per cent increase in total kilograms sold between 2012 and 2013. The Australian Whole Leg Lamb Roast also featured in the top 10 list of Woolworths' most popular selling products from last year's 'More Savings Every Day' campaign.

For this year's Australia Day event, lamb sales are expected to jump 10 per cent compared to 2013 and to celebrate, Woolworths have some great specials on Australia's favourite cuts including Australian Lamb Mid Loin Chops and Australian Lamb Legs.

Andrew Goudie, Woolworths Head of Meat, says that Australia Day is the single largest Lamb event on the calendar for Woolworths. He said: "Australia's love of lamb is deep-rooted and has been for decades. A nutritious favourite and as Australian as Lamingtons and Vegemite, lamb is synonymous with delicious family meal times across the country."

"After a lull in popularity several years ago due to high prices, we helped Australians love lamb again with some great-tasting price cuts. We are continuing to satisfy our customers' love of lamb by keeping prices down so everyone can enjoy great-tasting, affordable fresh meat on the BBQ this Australia Day and throughout 2014."

For more information on Woolworths More Savings Every Day and details on the savings across the store please visit www.woolworths.com.au.

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For further information please contact **Woolworths Press Office** on 02 8885 1033.