

Easter bunnies knocked down in price by Woolworths

Sunday 20 March 2011: Easter gets more affordable from today as Woolworths announces lower shelf prices on much loved Easter indulgences as part of its commitment to have the best value chocolate eggs and bunnies.

From today the world famous Lindt gold bunny (100g) is knocked down in price by 20% going from \$4.98 to just \$3.98. The Lindt bunny's sworn enemy, the Cadbury Deluxe bunny (100g), is also down 20% from \$4.98 to \$3.98.

Greg Foran, director of supermarkets, said Woolworths was determined to have Australia's lowest prices on Easter treats, "As part of Woolworths Price Knockdown commitment we are reducing the shelf price of some of the most popular chocolate bunnies so every Australian family can indulge this Easter.

"With Easter still several weeks away this gives Mum and Dad plenty of time to squirrel away a Lindt or Cadbury chocolate bunny or two for the kids at cracking good prices.

"This isn't a weekly special, these prices will stay down all the way until Easter Sunday."

Easter is one of the busiest times of the year at Woolworths, not only for Easter chocolate but also other family favourites including seafood and the ever popular hot cross buns.

Woolworths stocks 150 different Easter treats from small and large eggs to bunnies, gift caskets and egg crates. The range goes from just one dollar to \$99.99 for the giant 1kg Lindt gold bunny which is available in a strictly limited number of stores.

Australia's most popular seasonal Easter chocolate treats include the Cadbury egg crate which is great for sharing or kids parties, the Lindt gold bunny and Cadbury rabbits.

Ends

For further information please contact the **Woolworths Press Office** on (02) 8885 1033 or 0429 566 196.