

Homebrand bread now better for you than ever

- **63,000 tonnes of salt per year removed**
- **still just \$1.19 per loaf***

Sunday 12 December 2010: Woolworths is leading the charge towards healthier bread following a healthy reformulation of Homebrand bread which has reduced salt levels by an average of 1.66 grams per loaf. In the year since the reformulation began, Woolworths estimates that 63,000 tonnes less salt has been consumed by customers as a result of the gradual change.

Popular processed foods such as bread can frequently contain fairly high levels of salt, which has been identified by health experts as a contributor to obesity, heart disease and other diet-related health issues. As part of a commitment to the Federal Government's National Preventative Health Taskforce, Woolworths worked closely with its suppliers to alter the recipe for Homebrand bread without sacrificing flavour.

With approximately 30 million loaves of Homebrand bread sold in a year at Woolworths, the salt saving soon adds up to an amazing 63,000 tonnes – the equivalent of 9,000 elephants or the whole Sydney Harbour Bridge.

A recent study by the Sydney-based George Institute for Global Health (GIGH) noted Woolworths as a significant improver in the salt-reduction area, well ahead of other supermarket and bakery chains.

Woolworths General Manager of Private Label Rod Evenden said: "63,000 tonnes of salt is a significant amount and a major step forward in helping Australians achieve a more balanced diet. Bread is a staple product for most families and you should not have to pay a premium to eat a product that's good for you. At just \$1.19 for a white sandwich loaf, customers can be assured that Homebrand bread is terrific value and is healthier than many branded or bakery bread lines."

* Price valid for Woolworths Homebrand 650g White Sandwich Bread & White Toast Bread

Ends

For further information please contact the **Woolworths Press Office** on (02) 8885 1033