

Jamie Oliver opens the Sydney Royal Easter Show in the Woolworths Fresh Food Dome

Thursday, 26 March 2015: Jamie Oliver will today take centre stage in the Woolworths Fresh Food Dome to headline the Sydney Royal Easter Show.

Hundreds of show-goers will watch Jamie demonstrate some of his simple and delicious Woolworths Cook & Save recipes showing how cheap and easy it is to cook from scratch with seasonal ingredients.

He will be joined on stage by two fans who will help him cook Woolies Cook & Save fish dishes – Pan-cooked giant prawns with snow peas and butter beans, and salmon and couscous.

Jamie Oliver said, “It’s fantastic to be in the kitchen with Aussies who share my passion for great tasting meals. Cooking healthy meals should be fun and delicious but it shouldn’t cost an arm and a leg. I want to inspire everyone at the Easter Show to mastermind some amazing meals in their kitchen at home that are truly affordable.

“I know Aussies love seafood, especially at Easter time, which is why I chose to make two of my favourite Woolies Cook & Save fish dishes,” he said.

Jamie’s visit to Australia is the latest in his partnership with Woolworths which brings healthy and affordable fresh food to life and inspires people to prepare great tasting fresh meals at home.

Director of Woolworths Supermarkets, Dave Chambers, said, “It’s great to have Jamie Oliver headline the Sydney Royal Easter Show in our Woolworths Fresh Food Dome. He provides cooking inspiration to millions around the world while Woolworths provides the great, cheap ingredients families are looking for to make fresh, healthy and affordable food.

“Many of our suppliers are offering samples of their delicious produce in the Woolworths Fresh Food Dome. Jamie is all about fresh food and we are the fresh food people so it makes perfect sense for him to meet the farmers who grow our fruit and vegetables,” he said.

Twenty of Jamie’s Cook & Save recipes can be found on the Woolies website and on cards throughout stores. Shoppers can also watch video demonstrations of these Cook & Save recipes on the Woolies YouTube channel or visit woolworths.com.au/cookandsave

Jamie also provides meal inspiration through his Created with Jamie range, available in-store and online exclusively at Woolworths. The range, launched in 2014, features an innovative selection of tasty and easy-to-cook food choices designed by Jamie and Woolworths and made from the freshest locally sourced ingredients.

-ENDS-

For more information, contact **One Green Bean** on **(02) 8020 1800**.