

## Price check at Woolworths

### Woolworths begins national roll-out of comparative unit pricing

**Saturday 1 November 2008:** Woolworths has become the first national grocery retailer in Australia to introduce comparative unit pricing.

Following successful trials in each state and territory across Australia, Woolworths today announced that the company will begin to roll-out unit pricing on approximately 19,000 items in each of the company's 780 Woolworths and Safeway stores.

General Manager of Woolworths Supermarkets, James Aylen, said unit pricing makes it easier for customers to make like-for-like price comparisons between products.

"The Woolworths unit pricing system allows customers to quickly and easily compare the prices of different sized products and brands to see which is the best value for their needs," Mr Aylen said.

Mr Aylen said the unit price would be displayed underneath usual checkout prices. "Depending on the size or type of product, unit pricing will be shown in easily comparable formats such as 100 millilitres, one litre, 100 grams or one kilogram. Where applicable, some products will display the price per each single item.

"Price is one of many factors which influence customers purchasing decisions. Unit pricing provides value-driven customers with extra information that may help make more informed choices when they shop," Mr Aylen said.

For example, customers will be able to compare the value of different sizes of Weet-bix. A unit price comparison between the 375g pack of Weet-bix, which retails for \$2.75 or \$7.34 per kg, and the 1.2kg pack which retails for \$5.49 or \$4.58 per kg, shows that customers can save \$2.76 per kg by purchasing the bulk option.

Mr Aylen said more than 12.5 million price tickets will need to be replaced over the next year. "We already have unit pricing in eight of our stores across the country and over the next year we will be updating our tickets nationwide to display unit pricing," he said.

"Customers across Australia will first notice the new unit pricing on our weekly specials price tickets from Monday 10 November. Meanwhile, all newly opened Woolworths stores will feature unit pricing across the store from the first day's trading," Mr Aylen said.

Mr Aylen said Woolworths had been working hard over the last year to develop technology systems to cater for unit pricing and is glad to be able to offer the service to customers.

- More over -

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Woolworths stores which already have unit pricing include Baulkham Hills (NSW), Woden (ACT), Brisbane Airport (QLD), Camberwell (VIC), Southlands (WA), Unley (SA), Darwin City (NT) and New Town (TAS).



Unit Pricing Example: Images not to scale

# Ends

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For more information or interviews please contact Clare Buchanan on 0404 829 033 or Luke Schepen on 0400 798 786. Woolworths Press Office (02) 8885 1033.

Photos and vision opportunities available in the following Woolworths stores (customer vox pops also welcome):

- **New South Wales** | Baulkham Hills | Corner of Old Northern & Olive Streets, Baulkham Hills
- **Queensland** | Brisbane Airport | Village Centre – 1 Airport Drive, Brisbane Airport
- **Victoria** | Camberwell | 5 – 57 Station Street, Camberwell
- **Australian Capital Territory** | Woden | Corner of Hindmarsh & Melrose Drives, Woden
- **Western Australia** | Southlands | Pinetree Gully & Burrandah Boulevard, Willetton
- **South Australia** | Unley | 204 Unley Road, Unley
- **Northern Territory** | Darwin City | Corner Cavenagh & Whitfield Streets, Darwin
- **Tasmania** | New Town | 192 – 196 New Town Road, Newtown

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