

## Woolworths and Michelle Bridges 12WBT to make healthy shopping easier

**3 December 2014:** Woolworths, the Fresh Food People, and Australia's leading online health and fitness program, Michelle Bridges 12 Week Body Transformation (*12WBT*), have joined forces to make shopping for healthy food easier.

All 12WBT members will be able to order and arrange delivery of ingredients for nutritious recipes on 12WBT.com through direct integration with Woolworths Online, Australia's largest online supermarket.

With one click of the "add to basket" button, members can add all the ingredients needed for their weekly meal plan directly to their cart on the Woolworths Online shopping site. They can then choose either home delivery or Woolworths click&collect service.

12WBT Chief Operating Officer, Sue Klose, said the partnership with Woolworths provides another tool to make choosing healthier options easier.

"Being prepared with the ingredients we need to make nutritious meals is so important to maintaining healthy eating habits. It means our members are stocked up with what they need to keep them on track, rather than having to scramble for whatever is around at dinnertime.

"Getting nutrition right is key to making a positive lifestyle change for good, and integrating our weekly shopping lists with Woolworths Online makes it even easier for our members to get cooking with fresh, healthy ingredients," she said.

Managing Director of Supermarkets and Petrol, Tjeerd Jegen, said the program is yet another example of Woolworths' drive to inspire a healthier Australia.

"As the Fresh Food People we want to see Australians have the opportunity to eat well. Our partnership with 12WBT will certainly make healthy eating so much easier for thousands of 12WBT members.

"Customers can plan their whole week's meals and have them delivered straight to their kitchen bench, saving them time and making it easier to stick to their meal plans.

"Our online shopping reaches 96 per cent of the Australian population so almost no matter where you are we can help people with the ingredients for 12WBT's fresh, healthy and tasty recipes," he said.

Started in 1998, Woolworths Online is Australia's largest online supermarket retailer.

For more information on the Michelle Bridges 12WBT program visit [www.12wbt.com](http://www.12wbt.com) and for Woolworths Online visit [www.woolworthsonline.com.au](http://www.woolworthsonline.com.au)

For further information please contact: Woolworths Press Office on (02) 8885 1033.

For inquiries relating to Michelle Bridges 12 Week Body Transformation please contact: Lauren Coleman on 0413 254 545

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