

Woolworths cuts even more prices on staples to help Australian families

Wednesday, 24 September 2014: Just days after cutting the price of a loaf of Homebrand white bread to just 85c, Woolworths today announced the latest products in its campaign to reduce the cost of living for Australian families by slashing prices on more everyday fresh and grocery items.

Over recent weeks Woolworths has delivered new ongoing lower prices on a range of goods including Devondale Longlife Milk 2 litre down to \$2.00, Homebrand Nappies down to \$11.00, Sanitarium Up n Go 12pk down to \$11.99 and 24pk Quilton Toilet Tissue down to \$12.00.

From today, Australian families can buy a large tray of regular beef mince for \$5.00 per kg. Carrots will sell for \$1.15 for a 1kg bag in New South Wales, Queensland Victoria, and Brown Onions for \$1.00 for a 1kg pack in Western Australia, South Australia, the Northern Territory and Tasmania.

These price reductions come almost immediately after Woolworths lowered the price of a loaf of Homebrand white bread to 85c last Thursday, Woolies lowest ever price on Homebrand white bread and a great value offer.

Woolworths Managing Director of Australian Supermarkets and Petrol, Tjeerd Jegen, said, "Woolworths has listened to our customers and cut ongoing prices on products they buy the most. These are staples that families put on the table every day and these cuts can really help with the budget.

"Our ongoing price reductions on this range of products starting with our 85c Homebrand white bread demonstrate to our customers that Woolworths remains Australia's lowest price full range supermarket across our customers' whole shop.

"This is just the start of a range of savings we know will make a real difference to our customers," he said.

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