

Woolworths Fresh Food Showcase wins gold at Sydney Royal Easter Show

Thursday, 2 April 2015: Woolworths, the Fresh Food People, have today won the Gold Ribbon – Fresh Food Dome category of the Commercial Exhibitor Awards at the Sydney Royal Easter Show.

The Woolworths Fresh Food Dome is a favourite with showgoers with close to 900,000 visitors expected to visit in 2015. The Fresh Food Showcase is a highlight of the dome with mouth-watering fresh produce from Aussie growers, including meat, bakery, deli and dairy.

The showcase also features plenty of activities for kids to learn where their food comes from.

Woolworths Chief Marketing Officer, Tony Philips, said the award was great recognition of the Woolworths team.

“More than 60 of our fresh food people have worked hard to put on a great display for our customers. Woolworths has been supporting the Sydney Royal Easter Show since 1968 and has been the naming rights sponsor of the Woolworths Fresh Food Dome for 15 years.

“This year our customers can meet farmers who supply our fresh food in one of 70 “meet the grower” sessions, see one of more than 40 Jamie Oliver’s Ministry of Food cooking demos, or for the kids learn all about fresh food in one of more than 50 vegetable snake activities.

“And of course, they can sample great fresh food which is what Woolworths is all about,” he said.

The Woolworths Fresh Food Dome also includes 60 other exhibitors providing fantastic fresh food samples. It also houses the extremely popular District Exhibits that showcase fresh produce from around New South Wales and south-east Queensland.

Woolworths worked with Because Brand Experience to create the activation.

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

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