

Woolworths launches best value Australian loaf

Friday, 19 September 2014: Woolworths today kicked off the latest in its ongoing commitment to help Australians save on their food and grocery bills by lowering the price of Homebrand white sliced bread to just 85c.

In response to customer demand for unbeatable value on everyday staples, 85c a loaf, down from \$1, represents Woolies lowest ever price on Homebrand white bread and a great value offer across Australia.

The price reduction on Homebrand bread is just the first in a series of ongoing savings for our customers. Woolworths will cut prices across the store as part of its campaign which will see fantastic savings on a range of products.

Woolworths Managing Director of Australian Supermarkets and Petrol, Tjeerd Jegen said, “Our customers have been asking us for help with their family budgets and we know that Homebrand bread is an important staple.

“Everyone could do with a little extra money in their pockets. That’s why we’re building on our commitment to provide great quality food at unbeatably low prices for our customers.

“These are ongoing price reductions on a range of products starting with our 85c Homebrand white bread. We are determined to remain 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 great difference to a family’s budget,” he said.

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