

## Woolworths reduces big brand bread prices

**23 February 2011:** Australia's favourite loaves will cost up to 15 percent less from today as Woolworths extends its Shelf Prices Reduced program to bread.

Some of Australia's most trusted brands of bread have come down in price including Tip Top Sunblest, Mighty Soft, Wonder White as well as Tip Top 9 Grain multigrain bread.

From today a standard loaf of Mighty Soft goes from \$3.89 to \$3.29 – a 60c reduction or a saving of 15 per cent; Tip Top Sunblest comes down to \$3.29 – a saving of 50c or 13 percent; and Tip Top 9 Grain is 50c cheaper at \$3.99 or a 11 percent saving.

Woolworths branded bread also reduces in price from \$2.69 to \$2.49 per loaf.

Pat McEntee, Woolworths General Manager of Fresh Food, said, "By working closely with our supply partners we have been able to extend Woolworths' ongoing Shelf Prices Reduced campaign to bring down the cost of a wide range of products our customers buy most."

"Over the last 18 months we have permanently reduced over 4000 shelf prices to cut the cost of living for everyday Australians."

In addition to bringing the price down on major bread brands Woolworths will also introduce a non-special everyday mix and match offer of two standard loaves of either Tip Top Sunblest or Mighty Soft for only \$5.

"By focusing on big brands Woolworths are bringing down the price of Australia's most loved loaves of bread," said McEntee.

Other famous brands of bread that have been reduced in price include Tip Top Up and Buttercup Country Split as well as popular local brands such as Gold Coast Bakeries in Queensland, Mias Bread in Western Australia and Tasmania's Cripps Master Loaf.

"These lower bread prices aren't a special, or a gimmick, they are new shelf prices which will give Australians a better deal at the checkout," said McEntee.

### Examples of price cuts:

Bread	Old price (Some sizes, availability and therefore prices may vary between states)	New price from 23/02/11	Price reduction	Approx % reduction
Mighty Soft standard loaf varieties <b>Two for \$5 – permanent mix and match offer</b>	\$3.89	\$3.29	60c	- 15%

# Media Release



Sunblest Tip Top standard loaf varieties <i>Two for \$5 – permanent mix and match offer</i>	\$3.79	\$3.29	50c	- 14%
Tip Top 9 Grain standard loaf varieties	\$4.49	\$3.99	50c	- 11%
Wonder White standard loaf varieties	\$3.99	\$3.79	20c	- 5%
Woolworths Fresh bread standard loaf varieties	\$2.69	\$2.49	20c	- 8%

One-on-one interviews and photo opportunities are available.

For further information please contact the **Woolworths Press Office** on (02) 8885 1033 or 0429 566 196.

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