

## Woolworths slashes beef prices

**Monday 11 October 2010:** Aussie shoppers can now get more beef for their buck as Woolworths lowers the standard shelf price of more than 27 popular cuts of meat. With savings of up to 20% on products such as mince, steaks, stir fries and roasts, these are not 'here today gone tomorrow' specials, but genuine long term price reductions.

Woolworths General Manager of Fresh Food, Pat McEntee said, "Beef is a staple part of the family dinner table and the beef industry is an important contributor to the Australian economy. But while beef is undoubtedly one of Australia's favourite foods, it takes up a large part of the weekly grocery budget. Woolworths' decision to take prices down will certainly help families achieve better value at the checkout."

After a period of relative stability, livestock prices are now starting to rise as farmers in the Eastern States take advantage of the recent rains to restock their herds. According to Woolworths' own forecasts, this would ordinarily result in an increase in retail prices in coming months. However, Woolworths is opting to both absorb the higher livestock cost increases and invest in lower shelf prices to maintain strong consumer demand for Australian beef.

This is also the first time Woolworths has been able to achieve nationally consistent pricing across so many meat product lines and marks another step towards a single national pricing structure.

Pat McEntee added, "Whether our customers are buying tender beef steaks or a succulent beef roast, our customers expect and deserve to be spoilt with the best quality beef every time they shop.

"Lower prices, consistent prices and the same great quality will help Australian families enjoy more beef and help Australian farmers to continue to grow the industry."

**# Ends #**

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

**Price changes for beef\***

PRODUCT		WAS	NOW	% Diff
MINCE	Beef Mince Extra Lean Heart Smart	\$ 14.99	\$ 13.91	7.20%
	Beef Mince Premium	\$ 11.49	\$ 9.88	14.01%
	Beef Mince Regular	\$ 8.99	\$ 7.96	11.46%
STEAKS	Beef Rump Steak	\$ 23.99	\$ 19.91	17.01%
	Beef T.Bone Steak	\$ 24.99	\$ 19.91	20.33%
	Beef Scotch Fillet Steak	\$ 29.99	\$ 26.11	12.94%
	Beef Porterhouse Steak	\$ 27.99	\$ 24.07	14.01%
	Beef Round Steak BBQ	\$ 14.99	\$ 14.49	3.34%
	Beef Blade Steak Bone In	\$ 8.99	\$ 7.95	11.57%
	Beef Blade Steak Boneless	\$ 13.99	\$ 11.98	14.37%
	Beef Oyster Blade Steak	\$ 12.99	\$ 10.86	16.40%
	Beef Gravy	\$ 10.99	\$ 9.89	10.01%
	Beef Chuck Steak	\$ 10.99	\$ 9.89	10.01%
	Beef Silverside Eye Heart Smart	\$ 16.99	\$ 14.94	13.72%
	Beef Rump Steak Heart Smart	\$ 25.99	\$ 22.94	13.30%
	Beef Schnitzel Heart Smart	\$ 17.99	\$ 16.49	8.34%
ROASTS	Roast Beef Bolar Blade	\$ 10.99	\$ 9.88	11.23%
	Roast Beef Brisket Rolled	\$ 9.99	\$ 8.93	11.87%
	Roast Beef Silverside	\$ 9.49	\$ 8.95	6.03%
	Roast Beef Topside	\$ 10.49	\$ 9.82	6.82%
	Roast Beef Silverside Virginia Heart Smart	\$ 13.99	\$ 11.92	17.37%
Stir Fry	Beef Stir Fry Heart Smart	\$ 16.98	\$ 15.92	6.66%
Diced	Beef Diced Heart Smart	\$ 15.98	\$ 14.92	7.10%
	Diced Beef Casserole	\$ 11.99	\$ 10.78	11.22%

\*prices applicable to all Woolworths/Safeway supermarket excluding Weipa and Gove which are subject to a slight freight weighting