

Woolworths unveils a first for Australian retail with Food Innovators Centre

Wednesday, 24 August 2016: Woolworths has opened the doors to a new Food Innovators Centre where Woolworths Own Brand products will be developed and rigorously tested by customers alongside the Woolworths team before hitting supermarket shelves.

A state of the art facility, and the first to this scale in the Australian retail industry, the Food Innovators Centre is located at Woolworths Support Office in Bella Vista, Sydney. The centre puts the customer at the heart of product innovation, development and testing for Woolworths Own Brand products.

Peter Hathaway, General Manager Marketing Woolworths Food Co, explains, “The Food Innovators Centre is just the latest demonstration of Woolworths’ ongoing commitment to our customers who sit at the heart of our business.

“Creating a hub which fully integrates customers into the product development process ensures that we are giving consumers not only innovative, delicious and quality food at great prices, but most importantly products we know they will love.”

All under the one roof, the Food Innovators Centre includes a fully equipped cooking school, sensory testing room, innovation kitchen, multiple test kitchens and a food theatre, all featuring a modern and inspiring design.

Peter Hathaway adds, “The new facilities have been created from a desire to think differently and further enhance the quality and taste credentials of our own brand food offering, and to continue to ensure only the best products reach our customers.”

The kitchen is also available for hire by the public or businesses who can enjoy evening cooking classes or team building days.

For further information please contact **One Green Bean** on (02) 8020 1839.

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