

Woolworths unveils festive *Reindeer Carrots* range to feed Christmas Eve demand

Monday, 5 December 2016: Woolworths has launched *Reindeer Carrots*, to help families prepare for the magic of the night before Christmas and ensure Rudolf and his friends are well fed on their journey across Australia.

The festive produce comes as new research reveals more than half of Australian households with children (51%)¹ are expected to leave a carrot out for Santa's famous helpers on Christmas Eve - that's 140,000 extra kilos of medium sized carrots Australians are expected to buy before December 24th.

To ensure Australians have enough carrots to feed Santa's reindeer, Woolworths has worked with growers from across the nation, including fourth generation Queensland carrot farmer, Steven Moffatt, to help grow the new crop.

Steven Moffatt, Moffatt Carrots, said; "I'm extremely excited to be one of Woolies reindeer carrot farmers this year and take on the important responsibility of ensuring Santa's reindeer have enough fuel and the right nutrients to get them through their big journey this Christmas Eve.

"Grown and picked by the team on my farm, *Reindeer Carrots* are packed with energy, fibre and potassium to help Rudolf and friends carry the sleigh with all those heavy presents. The carrots are also rich in Vitamin A which is great for eyesight, meaning the reindeer can spot every house on Santa's list, even on the darkest night."

Scott Davidson, Woolworths Head of Produce said; "We know that over two-thirds of Australians have enjoyed the tradition of leaving a carrot out on Christmas Eve at some point in their lives and over half of kids will leave them out for Rudolf and friends this year. That's why we've introduced fresh, Australian grown *Reindeer Carrots*.

"Packed into convenient bags and available with your supermarket shop, the carrots make it easy for Australian families to enjoy a favourite Christmas tradition together. The carrots are perfect for hungry reindeer and humans alike; delicious for the Christmas lunch table or left out next to the stocking."

Research by Woolworths on night before Christmas traditions also shows that three-quarters (76%) of Australians leave a treat for Santa and his reindeer in the hope that it will sustain them on their epic journey around the globe. This is compared with just one in five (21%) who are motivated only by the hope of getting presents.

To coincide with the launch a new Woolworths TVC has been released featuring Australian children preparing for the night before Christmas. <https://www.youtube.com/watch?v=33VQ-9WdQD4>

Reindeer Carrots are available exclusively in all Woolworths stores now.

#ENDS#

¹ Survey conducted for Woolworths by Galaxy Research in November 2016, with a sample comprising of 1,006 respondents, distributed throughout Australia



Media Release

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