



## **MEDIA RELEASE**

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### **FoodWorks Fresh offering driving business growth**

FoodWorks Chief Executive Officer, Mr Peter Noble says the Fresh category, including ready to eat and cook meals and in-house bakery solutions, is a key component of growth for the company.

Speaking at the recent FoodWorks Fresh Workshop to retailers and suppliers, Mr Noble also said the Fresh category has shown strong growth in recent years and is now approximately 22 percent of total business sales.

"Our business is tracking very well at the moment and we have been able to increase basket size while maintaining customer count. The results we have shown in fresh are even more significant when the range of store sizes in our network is considered. A strong fresh offering will be vital to ensure we continue capturing greater share of the available shopping dollar," Mr Noble said.

"Our like for like sales in April showed a 10.27 percent increase on the previous year," he said.

According to Mr Noble, FoodWorks' unique business model means it is perfectly positioned to capitalise on consumer shopping behaviour, especially in current conditions.

"The current climate is seeing many consumers stretching their dollar further and this creates a cocooning effect with an increase in eating and entertaining at home. Our business model is incredibly flexible which gives us the power to work with suppliers to quickly respond to take advantage of consumer trends," Mr Noble said.

"Our developments in the Fresh category, including our The Promenade Traditional In-store Bakehouse and in ready to eat and cook meals give time-poor consumers cost-effective and nutritious meal solutions in minutes," he said.

Mr Noble also said that the group's systems and processes give store owners the power to make decisions to tailor their offering to suit their local customers' needs.

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“We are Australia’s largest truly independent supermarket chain. We don’t tell our retailers how to run their business. What we do is provide the systems, tools and support, such as our Fresh Manuals and Fresh Specialists, to coach, train and develop our retailers. This ensures they are servicing the needs of their customers and as a result driving sales with profit in their stores,” he said.

FoodWorks’ customer led and retailer driven strategy is working well for the company as Mr Noble says the company is on-track this financial year.

“We’re in a good position at the moment. We are meeting or exceeding our expectations in an increasingly challenging market and we expect this to continue. We are continuing to look for ways to better service our customers and drive returns for our existing retailers and shareholders while doing our bit to help drive growth the local economy through development and refurbishment as well,” Mr Noble said.

“We are looking forward to working with our retailers and suppliers to continue to drive growth in 2009 and beyond,” he said.

For further information about FoodWorks, visit [www.foodworks.com.au](http://www.foodworks.com.au).

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