



Steggles wins international marketing award

- Campaign dispelling the hormone myths about chicken wins global accolade -

MEDIA RELEASE

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Baiada Poultry, owner of iconic Australian chicken brand, Steggles, has won the International Poultry Council's inaugural brand marketing award for its campaign aimed at dispelling the myths that hormones are given to chickens.

The Steggles marketing campaign focused on addressing consumer misconceptions about how chicken meat is raised in Australia, along with highlighting the company's commitment to producing high-quality products.

The campaign consisted of television and print ads from March to November 2010, and was created by M&CSaatchi.

Steggles winning campaign was judged against an international field of submissions and was presented in Chile.

Brand manager for Steggles, Celeste Moroney, said: "For years people have believed that hormones are used in Australian chickens, but it's just not true. It's wonderful that the campaign not only received a positive response in Australia, but that the International Poultry Council has also recognised Steggles as a leading poultry brand."

"The win was a great achievement for our business. For an Australian brand like Steggles to compete on an international scale is something we are very proud of. We have come along way since our entry into the poultry industry in the early 1940s when we were producing and selling chickens from the Baiada family home."

Chair of the International Poultry Council's judging panel, Robin Horel said: "The decision to focus attention on dispelling myths around hormones, not only in Steggles products, but in Australian chicken as a whole was terrific."



“Steggles’ investment in refreshing the brand and the risk to ensure they did not disturb the 90 per cent brand awareness is impressive”

- Ends -

About Steggles

Launched in 1919 and now owned by poultry company Baiada, Steggles is an iconic Australian brand and one of the most progressive in the poultry industry. Steggles is renowned for quality and innovation, with all Steggles chickens grain-fed, free to roam in large barns and 100% free of any added hormones or steroids. Steggles employs 4500 Australians and has a proud reputation for upholding traditional, family-oriented values. Steggles is also committed to supporting the wider community and donates money to a range of children-based charities through its specially created fund the Charity Nest. www.steggles.com.au

About the International Poultry Council

The International Poultry Council (IPC) was formed in 2006, with the aim of bringing together poultry industry leaders from around the world to develop and recommend poultry policies. The IPC now has 24 member countries, including all of the world’s largest producers, users and traders in chicken meat. The Australian Chicken Meat Federation Inc has been a member of the IPC since 2007.

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