Steggles takes on red meat category with launch of chicken burgers

Steggles has launched chicken burgers in the fresh meat department, taking on a category traditionally dominated by red meat.

Steggles tasty home-style burgers, combined with the ever-increasing popularity of chicken mince, affirm the companys plans to compete more directly against the red meat category and offer consumers a healthy and delicious alternative.

Seasoned with parsley, thyme and garlic, the new Steggles home-style chicken burgers are made from 100 per cent Maryland fillets, gluten free and contain no artificial colours or flavours.

With no preparation required, the new Steggles chicken burgers are ideal for the whole family.

Steggles Marketing Manager Celeste Moroney said: The versatility of chicken meat has made growth possible in categories previously dominated by other meats. In particular, the introduction of products such as chicken burgers and chicken mince offer customers further choice and variety.

Steggles encourages consumers to contemplate the various methods available for cooking with chicken as you would with red meat. This is supported by a re-think label on its chicken mince and burger products.

Moreover, Steggles chicken mince sales continue to increase, doubling in the last year alone, further attesting to the products popularity within a category traditionally led by red meat.

Steggles chicken burgers are available in 500g packs of four at RRP $6.50 each from Coles stores nationally (excluding WA).

NOTE: Steggles also recently launched a seasoned chicken cuts range for winter. The range features drumsticks seasoned with garlic, thyme, parsley, rosemary and pepper, and thigh cutlets sprinkled with cumin, turmeric, parsley, coriander and chill seasoning.

The new range is available in 900-1300g packs with the drumsticks retailing for RRP $4.29/kg and the thigh cutlets for RRP $6.29/kg. The range is available exclusively in Coles nationally (excluding WA).

All Steggles chickens are grain fed, raised in large barns, and 100 per cent free of any added hormones or steroids.

About Steggles

Launched in 1919, Steggles is an iconic Australian brand and one of the most progressive in the poultry industry. Steggles is renowned for quality and innovation. All Steggles chickens are raised in large barns, grain fed and 100% free from any added hormones or steroids. Steggles employs 4000 Australians and has a proud reputation for upholding traditional, family values. Steggles is also actively committed to supporting a number of Australian childrens charities including Childrens Cancer Institute Australia, Lifestart, Royal Childrens Hospital Brisbane and Save Our Sons.

www.steggles.com.au

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