

Sydney, Monday 1 May 2017 – Today, iconic food brand Tip Top® launches a new Sandwich Thins range which will provide Australians with a light and versatile lunchtime option. With only 99 calories per serve\* Tip Top® Sandwich Thins are a lighter way to enjoy the pleasure and softness of bread. They are deliciously soft and tasty and are pre-sliced to make six sandwiches. Tip Top® Sandwich Thins brings something new and different to lunch and adds variety to the everyday lunch occasion. It brings excitement to the bread aisle with a unique offering, the first of its kind in the Australian market. Baked in Australia, Sandwich Thins are suitable for topping, filling and toasting for a quick and delicious lunch. They are the deliciously different lunch time solution the whole family will love. They are available in three delicious varieties; original, wholemeal, and lightly seeded. They also have a strong health star rating with wholemeal rating 4.5 health stars, and original and lightly seeded rating 4 health stars. Tip Top® Senior Brand Manager, Susan Tahmasian, said the new range was developed in response to growing consumer demand for lighter lunchtime fare and greater variety: “Sandwiches will always be Australia’s go-to lunch option, but there are occasions where we want to experiment or enjoy something different”. “Not only are Tip Top® Sandwich Thins a welcome and versatile addition to the segment, they are also a smart choice for people who love the texture and appearance of bread but want a softer, lighter lunch.” Sandwich Thins has proved popular in the UK, where they are an important part of the bakery market and one of the biggest drivers of growth in the sandwich alternatives category. ^ The ‘Thins’ segment has grown to a 30 per cent household penetration rate (Nielsen Homescan 28.01.17) and sales estimated at more than £50 million (\$80 million) per year. This growth is driven by strong brands and a solid innovation pipeline. In Australia, the sandwich alternatives segment is showing strong and consistent value growth at 7.7 per cent year-on-year (IRI Aztec Scan data to MAT 17.02.17). Tahmasian added: “We’re proud and excited to be bringing this latest innovation to Australia. We expect the range to be a big a hit with Aussie shoppers who are always on the lookout for something new and different.” Marketing & Innovation Director, Graeme Cutler, adds: “The launch of Tip Top® Sandwich Thins represents the culmination of three years of research, product development, market testing and building the capabilities to bake what is truly a unique and delicious product. Tip Top® has been a family favourite for more than 50 years, and we are very excited to be launching a totally new product that the whole family will love.” The launch will be supported with a multi-million dollar integrated marketing communication campaign across channels such as TV, Digital, Social and Outdoor. Sandwich Thins will also utilise a strong sampling campaign to drive awareness and trial. Available from 1 May with an RRP of \$3.50, Tip Top® Sandwich Thins will be sold in all major supermarkets. They are located next to the wraps in the bakery aisle and have a shelf life of six days. Proudly baking since 1958, Tip Top is committed to providing quality bakery products for Aussie families. It’s no wonder the family says... Good on Ya Mum, Tip Tops The One! Keep up to date with Tip Top’s products and giveaways on Facebook at @tiptop. - ENDS - \* 99 Calories per serving based on an average Tip Top® Sandwich Thins weight of 40 g (unprepared). ^ <https://www.fob.uk.com/wp-content/uploads/2016/11/FS-3-UK-Bakery-Market.pdf>

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