



MEDIA RELEASE

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IGA celebrates the launch of its Community Co™ range by unveiling 'unbelievable but true' edible art gallery

World renowned food artist brings the Australian community to life at The Museum of Contemporary Eats

Following the successful launch of new private label range Community Co™, IGA is giving Australians added food for thought, introducing the country's first pop-up art gallery made from food, all sourced from the Community Co™ product range.

The unbelievable but true art collection, *The Museum of Contemporary Eats*, brings to life the many famous faces and iconic scenes from Australia's community, as interpreted by internationally acclaimed food artist, Prudence Staite.

Taking pride of place at SUPAMART IGA Tramsheds, Harold Park from Saturday 12 - Sunday 13 August, this pop-up gallery will showcase ten mouth-watering pieces of art. Among the famous faces, shoppers can get up close to the likes of Australia's Prime Minister Malcolm Turnbull, celebrity chef Maggie Beer and McGrath Foundation and cricket legend Glenn McGrath, as well as discover vibrant scenes from Surf Life Saving Australia and the Country Fire Authority that form the cultural tapestry of Australia.

Prudence Staite, world around food artist said, "As a food artist, I'm always looking for exciting new challenges and unique ways to play with food, creating unbelievable but true representations of famous people that can be enjoyed by all. As a result, I'm delighted to team up with IGA to pay homage to Australia's rich cultural tapestry, using the beautiful new Community Co™ product range in my next art series," said Prudence.

Roz White, IGA Retailer and winner of 2017 National IGA Community Award and Hall of Fame inductee said, "As a network of independent retailers who are passionate about serving our local communities, we're excited to show that the value range Community Co™ entails more than meets the eye.

"Like this food art, the Community Co™ product range is unbelievable but true. This is an everyday brand that is quality and provides great value, but also gives back to Australian communities with every product purchased. So for the community conscious and cost conscious consumer – this is good for your hip pocket and good for your community."

The brand not only has striking and unique packaging designs, cheeky descriptions and personality, but it has also been developed with responsible sourcing practices in mind. For example, while the majority of bacon in Australian supermarkets is produced from overseas pork, the Community Co™ range offers bacon which is made from 100 per cent Australian pork. It also goes that extra step to ensure pigs are Sow Stall Free.



The money raised through sale* of Community Co™ products at IGA stores will go back to each store's IGA Community Chest fund and where they are returned to local community initiatives.

The Community Co™ range is available at IGA stores nationally (excluding Tasmania) and has become a popular choice among shoppers.

“We're thrilled to reveal the awe-inspiring creations that Prudence has made using the Community Co™ range,” said Roz.

Developed to provide IGA customers with quality brand products at competitive prices, Prudence chose from over 100 Community Co™ products in the dairy and health food, beverages, condiments and sauces, and international ranges to create her works of art.

For more information on the Community Co™ range, visit www.communityco.com.au

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For further media information:

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Notes to Editors

- *1-2 cents per Community Co™ product sold at an IGA store contributes to that store's IGA Community Chest fund.
- The new Community Co™ mid-tier private label brand complements IGA's successful Black & Gold range covering the basic essentials at great prices, to give customers great value every day.
- IGA's Community Chest & Associated programs has given over \$80million nationally to local communities, charities and school groups.

About IGA

The IGA network is comprised of over 1,400 independently owned stores, offering customers quality and value with local convenience. The IGA network of retailers is the largest network of Supermarkets in Australia and it is highly valued by consumers. Through its network of stores, IGA tailors its ranges and brands to meet the needs of the local community.



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