



## **MEDIA RELEASE**

**11 January 2018**

### **IGA announces partnership with *The BBQ***

Independent Grocers of Australia (IGA), has announced that it is the major partner of the upcoming and highly-anticipated new Australian movie called *THE BBQ*.

BBQ's are key part of Australian culture. Our favourite activity brings family and friends together to celebrate the Australian summer. That's why IGA - the 'go to' destination when planning a BBQ - has partnered with *THE BBQ*

IGA is the major partner for the film and has been part of its development since its inception. The team has been working closely with the producers, with an IGA Store (Ritchies SUPA IGA in Mt Waverley Victoria) being a key feature in the movie.

*THE BBQ* is a gentle comic fable about family and food that demolishes some Aussie icons on its way to international barbecue glory. The film stars IGA ambassador Shane Jacobson who plays the role of Darren 'Dazza' Cook: a suburban everyman who finds his passion for the neighbourhood backyard 'barbie' thrust into the red-hot competitive arena of international barbecue festivals. But the steaks are high, and Dazza is going to need some expert tuition if he's going to make it through to the finals.

To celebrate the collaboration with *THE BBQ*, IGA stores have launched a consumer competition<sup>1</sup> (ending on 27 Feb 2018) for an IGA shopper to win their very own BBQ street party. In this exciting opportunity, one lucky IGA shopper will be the most popular person on the block, entertaining up to fifty friends and family at a BBQ street party. To top it all, the BBQ will be hosted by the movie's leading star - Shane Jacobson, himself!

IGA stores nationwide will also be supporting the movie partnership by giving shoppers the opportunity to win a Weber Compact Kettle BBQ and a Bag of Heat Beads. There are over 1,000 to be won nationally. Later in January, IGA will also be giving away 2,000 double Movie passes for its customers to the screening of *THE BBQ* movie (in cinemas from February 22<sup>nd</sup>).

Commenting on the partnership, Steven Cain, Metcash CEO of Supermarkets and Convenience, said: "We're excited to be involved with the making of *THE BBQ* and the all star cast, featuring Manu Feidel and Magda Szubanski. Having Shane Jacobson as IGA's brand ambassador and Julia Zemiro feature as an IGA Store Manager in the movie feels like a natural partnership for the IGA brand".

Co-Producer of the film Deb Fryers added: "We are delighted to have IGA as our partner for *THE BBQ*. The Aussie barbie is a cornerstone of our culture. It's the place where family, friends and

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<sup>1</sup> For full terms and conditions see <https://www.iga.com.au/bbq-terms-conditions/>



the local community come together and as IGA is renowned for supporting its local communities, it's a perfect fit.”

Released by Madman Entertainment in association with Label Distribution, *THE BBQ* opens national wide on Thursday February 22<sup>nd</sup> 2018 at more than 150 cinemas, following a series of advance screenings around the country over the Australia Day long-weekend.

**-ENDS-**

**Join the conversation today at <https://www.facebook.com/igaAustralia>**

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### **Notes to Editors**

#### **About IGA**

Independent Grocers of Australia (IGA) is comprised of a network of 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.

IGA is a well-loved and trusted brand that is synonymous with being at the heart of their communities, offering customers competitive prices and personalized service. Each retailer has the unique ability as the owner to tailor the products in store to their local community and are famous for their community involvement and supporting numerous local schools, sporting and charity organisations.