



Think again. Think McCain

**McCain unlocks the secret to creamed spinach
convenience**

This month sees the addition of Creamed Spinach to the McCain Foods (SA) Food Service Division 'Chef's Solution' range.

Following the tremendous success of their Chopped Spinach product, the addition of Creamed Spinach to the McCain product range is the natural progression of an exceptional product that already holds its share of the South African food service market.

Manufactured locally in the new state-of-the-art McCain manufacturing plant situated in Springs, the McCain Chef's Solution Creamed Spinach will soon be readily available in South Africa. Apart from the convenience of availability, local manufacture also means that the potential for exposure to thermal abuse is reduced considerably.

Another market advantage that McCain have established with this product is zero yield loss. Opposed to the significantly reduced yield loss when using fresh spinach, the Chef's Solution Creamed Spinach yields one kilogram for one kilogram when cooked, significantly higher than the up to 50% yield loss experienced with fresh spinach. With this product you get what you pay for, meaning zero wastage and maximum benefit to the bottom line.

"The launch of our food service Creamed Spinach has been driven by requests from our customers all across the country. Following trade and customer trials, product sampling and feedback, we are confident that we are now able to offer the best creamed spinach available to the South African food service market and have already established sales markets for the product," says Heather Partner, Marketing Director of McCain Foods (SA).

Whether cooked as a side dish, used in salads or as the main ingredient in a dish of its own, McCain Chef's Solution Creamed Spinach, with its 18 month freezer life, is accessible and convenient, and is as versatile a product as any chef can hope to have in their kitchen.

Available in a box of 12 x 1kg bags, this product can be boiled or steamed in the bag – easy-to-use and no wastage.

For further information please call the McCain Foods (SA) Food Service Division toll-free number on 0800 006 498.

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ISSUED ON BEHALF OF MCCAIN FOODS (SA) BY STRATEGIC PUBLIC RELATIONS. FOR FURTHER INFORMATION PLEASE CONTACT JENE GODFREY ON 011 672 2037 OR jene@stratpr.co.za