

Media Fact Sheet

Private Label

Woolworths has a two-tiered approach to house brands.

The Woolworths Homebrand range has been one of the country's most popular brands for over 20 years and now encompasses around 900 products. This value range provides the best products within its budget price category. Homebrand is Australia's largest selling single brand of groceries.

In addition to Homebrand, the Woolworths Select range was introduced in March 2005 and now provides our customers with over 800 premium private label products.

Our customers have responded enthusiastically to the quality and value that Woolworths Select offers, with recent research indicating that 75% of Woolworths customers who have purchased a Woolworths Select product have become repeat buyers.

We remain committed to our long standing policy of giving preference to Australian vendors who can meet our supply requirements. A high percentage of our private label products are manufactured or grown in Australia and it is our intention to maintain this. 90% of our Homebrand range is sourced in Australia. For our private label products we offer preferential trading terms to local vendors and will try to source domestically wherever possible.

We also support product labelling which clearly details ingredients, nutritional content and country of origin. The Private Label team is committed to ensuring that products are of the highest possible quality and great care is taken to ensure that the ingredients used are as nutritious as possible. Our team of in-house food scientists and nutritionists review every specification and ingredient list to ensure that each product meets our high standards. We also aim to minimise the use of artificial colourings, additives and preservatives .

Woolworths has a policy of removing palm oil from our private label products. Palm oil is a Saturated fat and its harvesting and manufacture has been widely criticised for causing unnecessary environmental damage to tropical forests.

In terms of product labelling, Woolworths' Private Label brands aim to exceed regulatory standards and provide as much information as possible. This includes listing ingredients such as trans fat content.

Specialist Private Label Ranges

Naytura

As a healthy lifestyle and diet is becoming an increasingly important concern for many Australians, all products in the Woolworths Naytura range have been carefully selected to care for our customers' health and wellbeing. Each product is selected to provide the highest quality taste - while being low in salt, sugar, fat and additives.

The Naytura range currently includes nuts, dried fruits, cereals, spreads and biscuits. We are continually looking to expand the range to provide our customers with a wider variety of healthier food options.

Organics

Woolworths Organics is a range of organically-certified fresh foods and grocery products for customers who prefer organic produce, or who are looking to explore something new. The range currently includes fresh fruit and vegetables, poultry, tinned products, milk, and cheese. We are continually looking to expand this range in line with customer demand.

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