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## MEDIA RELEASE FROM OUTBACK STORES



**Topsy Campbell (Left) with family members Eldean Stewart (Right), Keshalee Morris and Quintin Cook buying a family pack (2kg) of Lamb forequarter chops which now retail in Outback Stores for \$9.99 per kg for a tasty and economical dinner. (Photo: Brenda & Blair Coburn – Mimili Maku Store)**

### **MEAT MORE AFFORDABLE THEN EVER IN OUTBACK STORES COMMUNITIES**

Outback Stores in association with Prime Cut Meats Alice Springs recently announced the introduction of new meat pricing structures, cutting and packaging specifications in a first for remote retailers in the Northern Territory.

Outback Stores Merchandise Manager John Quill said that the new pricing structure and specifications were designed to provide stores in remote locations with the highest quality meat products at the lowest prices.

“We are delighted to announce this range of products through our partners at Prime Cut Meats Alice Springs to ensure that our customers have access to the most popular meat cuts at affordable prices,” said John.

“By doing this, our meat offer is competitive with regional centres which will encourage stronger support for stores we manage”

Prime Cut Meats Alice Springs General Manager Roger Oakden said that the partnership with Outback Stores to provide their products was a reflection of the growth of both organisations.

“Prime Cut Meats Alice Springs and Outback Stores have enjoyed a great relationship over many years,” said Roger.

“Both organisations have a strong commitment to growth and collaboration with the communities we service and by offering these great ranges of top quality products at city prices,

Outback Stores CEO Steve Moore said “In the past it has been difficult to get meat into remote communities at a reasonable price due to the cost of freight and maintaining refrigeration. The new pricing structure will assist to stretch the family budget a bit further in the affected communities, this could not have been done without the support of Prime Cut Meats”

## **About Outback Stores**

*Outback Stores is a company that manages remote stores on behalf of remote Indigenous communities. It was set up in 2006 in response to a growing need for functional and viable shops that were able to meet the health and nutritional requirements of Indigenous populations. It has been successful because it builds strong relationships with the communities it works with, resulting in stores that people can take pride in and feel part of. Outback Stores is a government initiative with an independent board. [www.outbackstores.com.au](http://www.outbackstores.com.au)*

### **For further information please contact:**

Josh Sampson

Outback Stores Communications & Projects Officer

(08) 8982 1963

0438 714 897

[Josh.sampson@outbackstores.com.au](mailto:Josh.sampson@outbackstores.com.au)