

3 October 2013



Jilkminggan residents taking advantage of the discounted water at the Dungalan Store.

LOW COST WATER BENEFITS HEALTH IN REMOTE COMMUNITIES

Reducing the cost of bottled water has contributed to a drop in soft drink sales in remote communities as part of a healthy promotion by Outback Stores.

With the assistance of Coca Cola Amatil, Outback Stores made branded bottled water the cheapest drink option in all of its 33 stores across Australia in July 2012.

The promotion resulted in bottled water sales increasing from 26 000 litres to 39 000 litres over a one year period.

As a result, sugar sweetened soft drink sales reduced by five per cent – the equivalent of approximately 7.2 tonnes less sugar being sold through the remote community stores.

Outback Stores will continue offering cheaper bottled water in its stores for the rest of 2013, as part of its commitment to encourage healthier choices in remote community stores.

Outback Stores Chief Executive Officer Steve Moore said the promotion had produced very pleasing results.

“Offering people healthier choices, particularly young people, is a big part of what we do to help improve nutrition in communities and it’s definitely promising to see this swing from sugar sweetened soft drink sales to bottled water.”

While Outback Stores do not restrict a person’s individual choice it aims to encourage healthier purchases by making these choices more affordable in stores.

Steve said Outback Stores will continue to encourage people to buy healthy products, over unhealthy products in its stores.

“We offer affordable pricing on fresh fruit and vegetables, sugar free drinks and healthier take-away food options in our stores,” Steve said. “We will continue to work with various health and nutrition groups and continue our passionate commitment to making a positive difference in remote communities.”

About Outback Stores

Outback Stores provides retail services to remote stores on behalf of Indigenous communities. Set up in 2006 as a response to a need for functional and viable retail stores, Outback Stores was able to guarantee a secure, continuous supply of safe and healthy food and keep local jobs in remote communities.

www.outbackstores.com.au

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