



28 June 2011

## **Patties Foods to bake for Brumby's**

Patties Foods (ASX:PFL) announces that it has signed a Heads of Agreement with listed retail food franchisor and owner of the Brumby's Bakeries franchise system, Retail Food Group (ASX:RFG), that will facilitate PFL's supply of savoury pastry products to Brumby's Bakeries outlets throughout Australia.

Supply to Brumby's national franchise network of over 300 outlets from Patties Foods' state-of-the-art baking facility in Bairnsdale, Victoria, is expected to commence before the end of December 2011.

Patties Foods has supplied savoury pastry products to another of RFG's successful franchise systems, the 328 outlet Michel's Patisserie network, since 2007.

MD of Patties Foods Limited, Greg Bourke, said the supply agreement with RFG is in line with PFL's strategy to grow its share of the Out of Home market, capitalizing on the investment in production capacity at Bairnsdale over recent years.

"PFL has enjoyed an excellent trading relationship with RFG through its Michel's Patisserie franchise and we are looking forward to working with it on further supply opportunities in both savoury and sweet products into the future".

"This expansion of our contract manufacturing business complements the growing success of our whole range of frozen branded products, including Four'N Twenty, Herbert Adams, Nanna's and Creative Gourmet," Mr. Bourke said.

RFG CEO Tony Alford said, "the agreement by which Patties Foods will manufacture and deliver RFG proprietary savoury products into the Brumby's network represents a positive endorsement for Patties whilst satisfying our over-arching requirement for alignment of our franchise systems with robust suppliers capable of providing tailored solutions on a national basis".

"Since the inception of our relationship with it four years ago, Patties Foods has demonstrated its ability to supply quality products whilst fostering innovation. We look forward to building upon our relationship with Patties and developing a range of products adapted to the specific needs of our franchised outlets", he said.

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For further information, please contact:

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### **About Patties Foods Limited**

Patties Foods Limited (ASX:PFL) listed in November 2006 and is the leading Australian-owned branded frozen food company, with market leadership in the frozen savoury, dessert and fruit segments. Patties was started by the Rijs family as a small cake shop in Lakes Entrance in East Gippsland Victoria in 1966. Patties Foods now manufactures and markets quality food products for both the In-Home (supermarkets) and Out-Of-Home markets servicing all parts of Australia. PFL's iconic brands include Four'N Twenty, Herbert Adams, Nanna's, Patties, Creative Gourmet and Chef's Pride.