



**EAGLEBOYS**

## Media Release

FOR IMMEDIATE RELEASE

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### **EAGLE BOYS DELIVERING THEIR MEATIEST PROMO YET**

Eagle Boys is helping families with their dinner plans by delivering a 15-inch Mega Meat pizza range, which is among the largest and best value for money in the Australian pizza industry.

With customers looking more critically at different manufacturers sneaking smaller-sized products on to the supermarket shelf, Eagle Boys is keeping their pizzas bigger and meatier, giving great meal options for friends and family.

Eagle Boys CEO Nick Vincent said customers' suspicions stemmed from more manufacturers being discovered for cutting costs by reducing the size of products such as packets of chips, chocolate bars, breakfast cereals and even toiletries like soap and toilet rolls.

"Eagle Boys is constantly looking at ways to improve our menu and keeping our customers happy," Mr Vincent said.

The 15-inch mega range will be running until mid-June and are \$9.95 each pick up. There are four flavours to choose from in the 15-inch Mega Meat range: Mega Meatlovers, Ultimate Mega Meatlovers, Tropical Mega Meatlovers and Hot Chick Mega Meatlovers.

Mr Vincent said the promo has been running since mid-April and the feedback has already been overwhelmingly positive.

"Sales of the special edition pizzas have proven to be a hit with Australia's pizza lovers," Mr Vincent said.

"Finding the right flavour and deals people respond really well to takes a lot of research and innovation, and in this department I feel we have delivered on the Mega Meat range.

"Whether you've got a hungry family to feed on a Friday night or want to cater for your State of Origin party, these mega meaty pizzas will work a treat."

For a pizza that's big and meaty, head to your local store or call on 13 14 33.



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