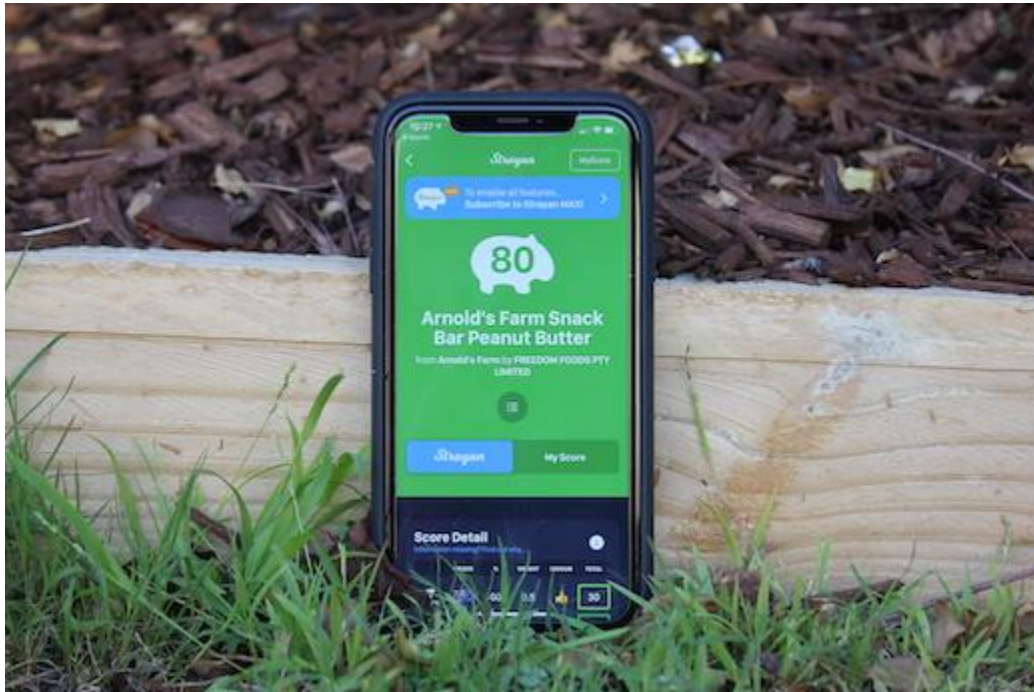




New app helps supermarket shoppers buy Australian-made

A new app to help Aussie shoppers easily identify Australian-made goods, has been released. The Strayan app provides a fast, simple score of “Australian-ness” for almost a quarter of a million everyday supermarket products. Strayan is designed to inform Aussie shoppers about the origin of a product so they can choose to buy Australian. It makes reading labels and second guessing a thing of the past. When consumers have clear information, they can start making informed buying choices and create shopping lists as Aussie as they want.



It works by using the "Speedy Scanner" to scan the barcode of a product, and then provide a 0-100 score of how 'Australian' it is. The score is based on where ingredients are sourced, where it's made and who owns it. At a quick glance, users can see a simple colour-coded score on the wombat logo and decide to buy - or not!

Each product is scored – no matter where it's from – removing any ambiguity. There is no pass or fail mark. In some cases, the result may merely provide a means of comparison, and a low score may even be a consequence of unavoidable circumstances, such as the ingredients not being produced in Australia. Strayan presents the information as simply as possible and leaves it to the user to decide.

Strayan is available as a standard version allowing the user to view the scores of hundreds of thousands of products. The MAX subscription allows a user to personalise the app to their values – customising their score metrics to create a ‘MyScore’, having the options to favour or un-favour countries of origin and save favourite products to multiple lists.

Basic Standard version features:

- View the “Strayan score” for almost a quarter of a million everyday products from major supermarkets (Coles, Woolies, IGA, etc) and retailers
- Use the Speedy Scanner to quickly get the score for a product while you shop
- Browse categories, search, etc

Strayan MAX! subscription (\$12/year, only \$1/month) also features:

- Customise the score to your own personal preferences, adjusting the importance of owned, ingredients and made are to you
- Favour and un-favour countries
- Create and save your favourite items to lists
- View unlimited items in the Speedy Scanner
- Remove advertising
- Support ongoing data costs and development of the app

More information, and FAQ’s can be found on the Strayan website: <https://www.strayan.net.au/>

A note from the founder:

“Aussies love to support Australian businesses, and that support is growing. I wanted to develop an app that made it very easy for to people put Aussie products at the top of their shopping lists. This app is for those committed to buying Australian, and thus helping Aussie businesses, farmers and families. We have many features planned to materially move the needle to Aussie businesses, this is only the start.”

Alex Black, Managing Director, Strayan

-ENDS-

See the launch blog post at <https://www.strayan.net.au/blog/3qxn5ubqx3o1ig3xdauhiq>

Visit the Press Centre for high resolution assets at <http://www.strayan.net.au/press-centre>

For more information or to interview Alex Black from Strayan, please email gday@strayan.net.au.