

BBC Worldwide Press Office

BBC Worldwide Australia

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BBC WORLDWIDE AUSTRALIA PARTNERS WITH COLES AND CAMPBELL'S AUSTRALIA TO LAUNCH 'CHARLIE AND LOLA' KIDS' SOUP**Monday May 28, 2012**

BBC Worldwide Australia has partnered with Coles and Campbell's Australia to launch a fantastic new range of Charlie and Lola kids' soups. The soups are in stock now, exclusive to Coles supermarkets, just in time for the winter soup season.

Available in two delicious flavours, Tomato Noodle and Chicken Noodle, the soups are a great snack option for kids in the cold winter months. With natural ingredients and no added preservatives, artificial colours or flavours, the soup is a tasty, nutritious and an easy to prepare snack for a winter's lunch or dinner. As Lola would say, "it's the best of the bestest!"

Elie Mansour, Manager of Licensed Consumer Products for BBC Worldwide Australia said, "These nutritious kids' soups are a great fit for the Charlie and Lola brand and we're delighted to be partnering with Coles and Campbell's Australia. The Charlie and Lola brand is going from strength to strength here in Australia and it's great to see these lovable characters on supermarket shelves."

Charlie and Lola originated as a series of picture books by British author Lauren Child before being adapted to a popular television series. In Australia, Charlie and Lola screens on ABC 4 Kids and CBeebies and the brand has extended to licensed products, DVDs, CDs and a successful stage show. The series is loved by children and parents alike who are touched by the special relationship shared by the two siblings and the focus on fun and imagination.

Try these delicious soups this winter with your kids, available now exclusively at Coles.



For more information, please contact: Nicole Haraldson at BBC Worldwide Australia on +61 2 9744 4551 email nicole.haraldson@bbc.com

About BBC Worldwide

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Consumers & New Ventures, with digital ventures incorporated into each business area. In 2010/11, BBC Worldwide generated profits of £160 million on sales of £1158 million and returned £182m to the BBC. For more detailed performance information please see our Annual Review website:

www.bbcworldwide.com/annualreview

About BBC Worldwide Australia

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. Based in Macquarie Park, Sydney, the company's addressable market share has trebled in three years. BBC Worldwide Australia wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV NZ and BBC Knowledge NZ in New Zealand; and is responsible for the sales, promotion and distribution of World News which transmits in both countries. It distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australia has a joint venture company with ACP, Park Publishing, which publishes BBC-branded magazines in the territory. It works with partners to bring BBC Worldwide DVDs, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site and lonelyplanet.com. BBC Worldwide Australia has recently launched the global BBC iPlayer in Australia.

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