



## Saucy new reason to tame your meaty man

**April 2008:** It's no secret women like strong, healthy men with fit bodies to boot, but there is often a challenge in getting your man to overcome his fatty fast food weakness. If he won't listen to you, he may want to take a tip from some of the fittest bodies in sports today.

Popular Rugby League team, the Wests Tigers, which boast hunky bodies such as Robbie Farah, Benji Marshall, Ryan O'Hara, Todd Payten and John Morris has pounced on a meaty and saucy eating option by recently announcing their new sponsor, Ali Baba K'Babs™ and Wraps.

Everyone knows that a healthy and fit body starts with good nutrition, and this is where Ali Baba and the Wests Tigers come together. When it comes to refuelling these burly boys, it's all about the K'Bab™ – a wholesome and balanced meal that's sure to please.

The Wests Tigers has a team nutritionist to ensure the boys get the right mix of proteins, nutrients, carbohydrates & antioxidants through each week. It's imperative their dietary requirements are taken care of to ensure they maintain peak energy levels before games and are quickly replenished once they come off the field.

Feed the man meat, so the saying goes, which is why Wests Tigers players now enjoy a wholesome and satisfying K'Bab or Wrap after every tough match. Ali Baba K'Babs™ and wraps with lean chicken, lamb and beef, prepared with antioxidant rich marinades mean Wests Tigers lads can tuck into a fantastic tasting meal without compromising their commitment to healthy eating.

Tempt your man with a different kind of footy tip and satisfy his (and your) taste at the same time. When hunger really strikes, you can fill his belly with the real man's meal - the Mega K'Bab, whilst you nibble on your regular K'Bab or the petite portion of a little and lovely K'Baby.

And if you and your man are watching your waistlines more than usual, there's no need to sacrifice flavour for health, with Ali Baba offering a 97% fat free chicken K'Bab that doesn't skimp on taste.

Ali Baba has good health at its core and strives to provide only the freshest, nutritionally balanced meals inspired by the flavours of the Mediterranean. With over 3 million customers enjoying the healthy taste of Ali Baba each year, it's no surprise that the boys from the Wests Tigers have made it their premium choice.

To promote their new partnership with Ali Baba K'Babs™ and Wraps, some of the players from the Wests Tigers will be making special in-store appearances at an Ali Baba outlet near you. Bring your man and even the kids to meet their sporting heroes whilst introducing them to the tasty world of Ali Baba.

For more information about Ali Baba, store locations or the Wests Tigers in-store appearances, visit [www.alibaba.com.au](http://www.alibaba.com.au)

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**About Ali Baba**

Established in 1979, the first Ali Baba dine-in and takeaway outlet opened in Woden, Canberra providing a high quality, unique taste experience in the relaxed atmosphere of the Mediterranean.

Founded by brothers Mick and Karl Marjan, Ali Baba successfully franchised its model in 1991 and now has nearly 50 outlets across NSW, ACT, Victoria and QLD. Primary products sourced from local Australian farmers and growers are prepared at a state-of-the-art facility in NSW to strict HCAPP standards and continue to meet an increased demand for affordable, convenient whole foods that are high in nutritional value, low in fat and sugars.

A 100% Australian owned and operated company, Ali Baba outlets serve over three million customers a year.