Media Release

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COLES UNWRAPS ITS BIGGEST OWN BRAND CHRISTMAS RANGE YET

More than 200 products for $10 or less join time-saving centrepieces, party-ready bites and festive drinks

Imagery available here,VNR available here & sizzle reel available here.

Coles is helping Australians make more of Christmas, unveiling its biggest Own Brand Christmas range yet, with festive favourites, premium centrepieces and clever shortcuts that save time in the kitchen, stretch the budget further and make it easier to put something delicious on the table.

Across Coles and Liquorland, customers can shop a combined 371 exclusive Christmas food and drink products this year, including 158 new additions. More than 200 Christmas products are priced at $10 or less, while the Coles Finest Christmas range has grown 40% to 49 products this year.

The launch comes as new Coles research reveals how Australians celebrating Christmas are approaching the festive season. Nearly three in four (73%) people preparing a meal this Christmas would rather spend less time in the kitchen and more time with family and friends, while 80% are happy to use time-saving shortcuts as long as quality and taste are not compromised.[1]

Coles Chief Executive Officer Leah Weckert said customers want Christmas to feel special without spending the whole day preparing meals.

"Customers are thinking carefully about both their time and money this Christmas, so we've focused on giving them more choice across the shop, from more than 200 products at $10 or less to our biggest Coles Finest Christmas range yet with Liquorland drinks for celebrations big and small," she said.

"We've also taken care of more of the preparation, from slow cooking the turkey to partially pre-slicing the ham and creating entertaining options ready in minutes. Customers can add their own finishing touches, put something impressive on the table and take the credit."

Coles Ambassador and Michelin-starred chef Curtis Stone said an impressive Christmas spread did not mean cooking everything from scratch.

"Christmas food should feel generous, delicious and made for sharing, but that doesn't mean spending the whole day in the kitchen," he said.

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[1] Coles Circle, Pre-Christmas Survey, 2nd – 8th September 2026, n=8,339

"One of the best things about an Australian Christmas is the fresh in season produce. Add a colourful salad or crispy potatoes alongside one of the convenient centrepieces and you've got a beautiful table without overcomplicating it."

PARTY STARTERS READY TO STEAL THE SHOW

The air fryer is set to earn its place at the Christmas table, with 43% of Christmas food preparers saying they are likely to use one this year.

Limited-edition **Coles Finest Hokkaido Scallops 4 pack 300g ($14.50 | $4.83/100g)** are prepared in their shells and can be ready in the air fryer in around 10 minutes, while **Coles Finest Prosciutto Wrapped Triple Cream Brie 240g ($11 | $4.58/100g)** pairs crisp prosciutto with a molten brie centre.

For something more playful, the **Coles Christmas Hash Brown Topple Tower 18 pack 480g ($10 | $2.08/100g)** features crispy, stackable hash browns made for sharing and comes with a smoky tomato relish for dipping.

THE MAIN EVENT, WITH A HEAD START

Taking centre stage is the new **Coles Finest Spiral Ham with Cherry & Orange Glaze ($25/kg),** the first spiral ham of its kind to launch in Australia. Made from Australian pork and serving more than 12, the boneless ham is partially pre-sliced for easier carving, with customers simply adding the glaze for a caramelised finish.

The range also includes a **Coles Finest Slow Cooked Free Range Turkey Crown 1.7kg ($55 each |$3.24/100g)**, made with Australian turkey and slow cooked for 3.5 hours before being finished at home for around 40 minutes, and a **Coles Finest Slow Cooked Beef Rib Rack Roast ($58/kg)**, slow cooked for five hours and ready to reheat and serve.

For smaller celebrations, the **Coles Finest Slow Cooked Pork Crackling Rib Roast ($28/kg)** serves four to six and can be finished in the air fryer in around 20 to 25 minutes for crisp crackling, keeping the oven free for the rest of Christmas lunch.

KEEP THE CLASSICS, ADD A TWIST

Australians celebrating Christmas still want the Christmas favourites they know and love, with 75% keen to keep the classics in the mix, while almost half are open to giving them a modern twist or trying something new.

The **Coles Christmas Mixed Berry Pies 6 Pack 360g ($6.25 | $1.74/100g)** put a fresh twist on a festive favourite, combining sweet strawberries, tart cranberries and apple in buttery shortcrust pastry.

Traditionalists can turn to the **Coles Finest Luxury Jewelled Christmas Pudding 900g ($19 | $2.11/100g)**, while two new Coles **Christmas ice creams 1L ($8|$0.80/100g)**, Tiramisu and Maple Pecan Pie, bring festive flavours to an Australian summer.

LIQUORLAND HAS CHRISTMAS DRINKS SORTED

From Christmas lunch and gifting to backyard barbecues and summer catch-ups, Liquorland is the destination for drinks this festive season, with beer, wine and spirits spanning great value, premium and moderation options to suit every occasion.

Highlights include new **Atiru Lighter Marlborough Sauvignon Blanc 750ml ($10)** at 9% alcohol, **Verabolla DOC Prosecco 750ml ($15)** and **La Belle Angele Pinot Noir 750ml ($15)**, alongside **Libertas Limoncello Spritz in a Can**

200ml 4-pack ($19), with 50 cents from every four-pack supporting the charity Fitted For Work.[2]

The festive range includes new and exclusive products across local and international wine, spirits and ready to drink formats, giving shoppers more to discover in-store this entertaining season.

CHRISTMAS BEYOND THE TABLE

Coles is helping customers bring Christmas home for less, with festive decorating and gifting essentials starting from just $1. Customers can pick up tinsel for $1, while Christmas wrapping paper is available for $2 a roll or three for $5. This year, there's even more value in every roll, with the length increasing from two metres to three metres across 10 festive designs.

Sweet stocking fillers are also staying affordable, with **Coles Mini Peppermint Candy Canes 30 pack 225g ($2.50 | $1.11/100g)** and **Coles Chocolate Coins 100g ($3 ($3.00/100g)** Customers can also give back with **Coles Charity Mini Cards 30-pack ($4)**, with 50 cents from every pack sold donated to food relief charity SecondBite.[3]

Smith Street Floral is bringing nine new Christmas products, perfect for decorating, entertaining and gifting. Back by popular demand, mini and large Christmas trees return from $30, while the **Smith Street Festive Bouquet ($30)** combines red and white roses, seasonal greenery and eucalyptus for an easy festive centrepiece or gift.

Selected products from the Coles Christmas range are available in stores now, with more festive favourites and seasonal highlights arriving in stores and online in the lead-up to Christmas.

MORE HIGHLIGHTS FROM THE RANGE

Coles Finest Dark Chocolate Lamington Inspired Block 90g ($4 | $4.40/100g)
A playful twist on an Aussie favourite, combining Belgian dark chocolate with raspberry jellies, desiccated coconut and shortbread biscuit pieces.

Coles Finest Three Cheese Potato Bake 350g ($6 | $1.71/100g)
Tender layers of potato in a creamy sauce with Gruyère, cheddar and mozzarella, infused with rosemary and nutmeg for an easy side to add to the Christmas table.

Coles Finest Vegetable Bon Bons 14 pack 280g ($8 | $2.86/100g)
A playful festive take on a party favourite, with a savoury vegetable filling hand-wrapped in red and green pastry to resemble Christmas bon bons. Each pack contains 14 pieces and serves 7.

Coles Finest Garlic Prawn Arancini 400g ($10 | $2.50/100g)
A 16-pack of crispy arancini made with creamy risotto and Grana Padano, with a velvety prawn sauce infused with garlic, chilli and a hint of lemon at the centre. Serving around eight, they're made for easy passing and sharing at Christmas gatherings.

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[2] Fitted for Work empowers Australian women and gender diverse job seekers experiencing disadvantage to be work ready, find meaningful employment, and thrive in their working lives www.fittedforwork.org

[3] During the SecondBite Christmas Appeal customers can purchase a $2 charity gift tag at the checkout in Coles supermarkets nationally. All proceeds to SecondBite. A $2 donation will help SecondBite provide the equivalent of up to 8 meals to people in need.

Create Your Own Charcuterie Christmas Wreath 600g ($25 | $4.17/100g)
A build-your-own festive grazing centrepiece serving more than 12, with cured meats, olives, dried apricots and tasty cheese. Easy guide dots show customers where to place each component, with space in the centre for crackers or their favourite dip.

Coles Finest Skinless Salmon Fillet with a Pomegranate Glaze 700g ($38 | $5.42/100g)
Made with Australian salmon and finished with a jewel-toned pomegranate glaze, this festive seafood centrepiece serves four to six and cooks in just 20 to 25 minutes.

Coles Mint Slice™ Inspired Trifle 850g ($18 | $2.18/100g)
Developed with Arnott's, this festive trifle puts an Aussie twist on a classic, with layers of chocolate cake and custard, mint mousse, dark chocolate ganache and a chocolate crack top. **Available in selected stores.**

Levenside Whisky Gift Pack ($76)
A premium gift box of the award-winning Levenside 10YO Single Malt Scotch Whisky. Complete with two tumblers, this is the perfect gift for the whisky lover.

Mayfair Pink Gin Gift Pack ($61)
A stylish gifting option for gin lovers, the Mayfair Pink Gin Gift Box includes two tumblers and a bottle of the best-selling pink gin.

Liquorland supports the responsible consumption of alcohol and the work of DrinkWise (get the facts DrinkWise.org.au)

CHRISTMAS BY THE NUMBERS: WHAT AUSTRALIANS ARE PLANNING FOR 2026 [4]

- **84%** of Australians plan to celebrate Christmas this year.
- **Around three in four (74%)** celebrating shoppers expect to spend the same or more on Christmas food and drink than last year.
- **Four in five (80%)** are happy to use time-saving shortcuts when preparing Christmas food, provided quality and taste aren't compromised
- **Three in four (76%)** still want convenient or pre-prepared Christmas food to look and feel impressive
- **Almost half (49%)** expect to take a hybrid approach, making some dishes from scratch and using convenient or pre-prepared products for others
- **Nearly three in four (73%)** would rather spend less time in the kitchen and more time with family and friends
- **Almost half (45%)** of food preparers would ideally spend under two hours in the kitchen, while just **23%** expect to do so
- **More than four in five (87%)** food preparers expect to use at least one time-saving approach, including **62%** who plan to prepare more food in advance
- **More than two in five (43%)** food preparers are likely to use an air fryer this Christmas, mainly to free up oven space **(49%)**, cook faster than a conventional oven **(44%)** and save time overall **(42%)**

[4] Coles Circle, Pre-Christmas Survey, 2nd – 8th September 2026, n=8,339

- **Almost half (47%)** are likely to buy premium supermarket own-brand products for Christmas.
- **Three in four (75%)** plan to keep Christmas classics in the mix in some form, while **49%** specifically combine classics with a modern twist or completely new dishes
- **More than half (52%)** plan to manage their Christmas food budget by buying on special or discount, followed by planning ahead and comparing prices **(49%)** and using loyalty points or rewards **(45%)**
- **Around three in four (74%)** relevant respondents say rewards, points or benefits would make them more likely to choose something premium or special
- **More than two in three (68%)** expect to do their Christmas grocery shopping mostly in-store

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