

Media Release

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COLES SPICES UP ITS ICONIC HOT ROAST CHICKEN WITH LIMITED-EDITION BUTTER CHICKEN FLAVOUR

Coles is giving one of its most-loved products a takeaway-inspired twist with the launch of its limited-edition Butter Chicken Hot Roast RSPCA Approved Chicken, now available in stores nationally.

Available for \$14 each, the new flavour combines the rich, aromatic spices of butter chicken with the convenience of Coles' much-loved hot roast chook, giving customers an easy way to create delicious meals at home.

Coles research shows three in five Australians are cutting back on eating out and takeaway, while more than half (54%) are cooking more meals at home, highlighting growing demand for convenient, great value meal solutions.¹

Coles General Manager Meat, Deli and Seafood Karen O'Connor said the new flavour builds on the popularity of one of Coles' customer favourites, with more than 20 million Coles RSPCA Approved hot roast chickens sold last year.

"Our hot roast chicken is Coles' second highest-selling product, affectionately known by many Aussies as the 'bachelor's handbag', so we're excited to offer customers a delicious new way to enjoy it," she said.

"We know customers love the rich, comforting flavours of butter chicken, so we wanted to bring those familiar flavours to our iconic hot roast chicken in a way that's quick, convenient and offers value for busy weeknight meals."

"At \$14 each, it's an easy and affordable way to enjoy a takeaway-inspired meal at home, without compromising on flavour."

The Coles Butter Chicken Hot Roast RSPCA Approved Chicken is delicious served with Coles Microwavable Basmati Rice, Coles Garlic Naan and a cooling yoghurt or raita, creating a delicious meal in minutes. It can also be shredded into wraps, pizzas, salads or rice bowls for easy leftovers.

Available from the deli in Coles stores nationally from 8 July, the limited-edition Coles Butter Chicken Hot Roast RSPCA Approved Chicken will be available while stocks last.

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¹ Source: Coles Circle March 2026, n= 9,328