

Media Release

Wednesday 15 July 2026

COLES HELPS CUSTOMERS TAKE \$100 OFF THEIR IN STORE SHOP WITH 20,000 FLYBUYS POINTS

Pay with points launches at Coles, giving customers more ways to unlock instant savings at the checkout

Coles is helping customers get more value from their in store shop, with Flybuys members now able to pay with points to take up to \$100 off their shop instantly at the checkout when they redeem 20,000 Flybuys points in store at Coles.¹

Launching nationally today, pay with points gives customers a faster and more flexible way to turn their points into money off their shop, with members able to redeem points for between \$10 and \$100 off based on their points balance.

Flybuys members who shop in store at Coles and have a minimum of 2,000 points in their Flybuys account can choose to redeem \$10, \$20, \$30, \$50, \$70 or \$100 off based on their points balance and total spend, previously limited to \$10 off per shop.

Coles Chief Customer Experience Officer, Michael Courtney said the expansion of pay with points would give customers more choice and more value when they shop in-store.

"Our customers are looking for practical ways to save and pay with points makes it easier to use the points they have already earned for money off their in-store shop, instantly at the checkout," he said.

"For customers with points sitting in their Flybuys account, this is a simple way to unlock more value and those points can now help pay for more of the weekly shop"

More than half of Flybuys members who shopped in-store at Coles in the past 12 months received more than \$40 off at checkout through \$10 redemptions

Flybuys Chief Executive Officer, Anna Lee said pay with points gives members a simple and flexible way to use the points they have already earned.

"We know value and flexibility matter more than ever to our members and pay with points makes it easier for them to turn points into money off their in store shop when they need it," she said.

¹ This reward is available in store only at Coles. Reward available for Flybuys members who spend a minimum of \$10 in one transaction after savings and discounts and who have a minimum balance of 2,000 Flybuys points. Scan your Flybuys at checkout and follow the prompts to redeem Flybuys points to get money off your in-store shop. The maximum redemption available in one transaction is \$100 off. Depending on your points balance and the value of the transaction, you can take money off your in-store shop in the increments presented at the checkout. Every 2,000 points equates to \$10 off your in store shop. Limited to one redemption per day (00:00 to 23:59), per Flybuys account. Cannot be used for any online purchases, gift cards, tobacco, and tobacco-related purchases. You can opt out of receiving the checkout prompt by selecting any other option in the 'Choose reward' setting in the home screen of the Flybuys app. This setting can also be updated from the Flybuys website (Flybuys.com.au) by navigating to Dashboard, then Account details and switching the pay with points toggle to 'off'. Any Flybuys points or Coles collectible credits will be calculated on your total eligible spend before you redeem your points for money off your shop. When shopping at a selected store in VIC or NSW and Coles Pay is selected as the payment method at checkout, customers will be redirected to finalise the total payment via Coles Pay in the Coles app. This pay with points reward is not available for transactions completed using Coles Pay. If using Coles Pay, members can instead redeem their eligible Flybuys points in accordance with the standard Coles Pay Flybuys points redemption process. Terms detailing how you can collect Flybuys points at Coles can be found on the Flybuys website. Flybuys points and Flybuys Dollars have no cash or monetary value. Standard Flybuys T&Cs apply and can be found at flybuys.com.au.

"Millions of members who shop in store at Coles already have enough points to redeem. Pay with points gives members more choice in how they redeem their points across our great range of partners".

Customers can collect 1 Flybuys point for every dollar spent at Coles and Liquorland and can boost their balance faster by activating personalised offers in the Coles app or Flybuys app before they shop.²

Points can also be earned across the broader Flybuys network before being redeemed in store at Coles supermarkets, giving members more opportunities to earn and more ways to save.

To pay with points, eligible Flybuys members simply shop in store at Coles supermarkets, scan their Flybuys at the checkout and choose an available dollar amount to take off their shop instantly.

The amount available will depend on the member's points balance and transaction value.

Pay with points will also be available in selected Liquorland stores across the country from Wednesday 19 August, making it easier for customers to save on their favourite drinks. Cheers to that.³

How to Pay with Points in-store at Coles

1. Set your reward preferences to 'pay with points' in the Flybuys app or on the Flybuys website.
2. Shop in store at Coles supermarkets.
3. Scan your Flybuys at the checkout.
4. Choose an available dollar amount to redeem, based on your points balance and transaction value.
5. Get money off your shop instantly at the checkout.

Points	Money Off
2,000	\$10
4,000	\$20
6,000	\$30
10,000	\$50
14,000	\$70
20,000	\$100

-ends-

For media enquiries, please contact

Coles Media Line (03) 9829 5250 or media.relations@coles.com.au

² Points awarded after savings, discounts and vouchers (excludes purchases of selected gift cards, iTunes cards, charitable donations, tobacco and tobacco related products, delivery/service fees and purchases made through any external third-party platforms such as Uber Eats, DoorDash etc.) Standard Flybuys T&Cs apply, see flybuys.com.au.

³ Pay with points will be available in-store at Liquorland in Victoria, Queensland, Tasmania, New South Wales, Australian Capital Territory, and select Western Australian and South Australian stores. [A list of participating stores can be viewed here](#)