

Media Release

Tuesday, 20 January 2026

HOT CROSS BUN-ANZA: COLES LAUNCHES FOUR MUST-TRY LIMITED-EDITION FLAVOURS FOR EASTER

Coles is dialling up the fun and flavour this Easter, unveiling its biggest-ever range of limited-edition hot cross buns, with four flavour-packed new varieties hitting stores nationwide this February.

This year Coles has teamed up with iconic brands Arnott's and Doritos® and chased the latest flavour trends to deliver mouthwatering creations to suit every taste – all available for just \$5.50 per pack of four.

The lineup includes the **Coles Easter Doritos® Inspired Cheesy Jalapeno Hot Cross Buns** - infused with real cheese, bold Doritos® inspired seasoning, lively jalapenos, and tomato granules for a nacho-inspired fiesta in every bite.

For chocolate lovers, Coles has teamed up with Arnott's for the **Coles Easter Arnott's Mint Slice™ Inspired Hot Cross Buns**, loaded with choc chunks and peppermint flavoured fudge pieces in a rich chocolatey dough, to reimagine Arnott's iconic Mint Slice™.

Fans of classic comfort will love **Coles Easter Sticky Date Inspired Hot Cross Buns**, brimming with chewy date pieces and caramel flavoured chips that evoke the nostalgic warmth of sticky date pudding.

And for a modern twist, **Coles Easter Matcha & Raspberry Inspired Hot Cross Buns** blend earthy matcha, white chocolate, and raspberry flavoured fudge pieces, perfect for enjoying as-is, toasted, or used as a base for creative desserts.

Coles General Manager Commercial, Bakery, Dairy & Frozen, Brad Gorman said Coles is always looking for new ways to excite customers with quality and innovative products.

"Every Easter, Aussies show just how much they love hot cross buns, and this year we've gone bigger than ever before. We're excited to introduce our most extensive range yet, packed with limited-edition hot cross buns to suit every taste," he said.

"Our development team has spent over a year crafting this year's range that blends beloved classics with daring new innovations and features the debut of the Arnott's Mint Slice™ inspired hot cross bun, the return of the favourite Arnott's Iced VoVo™ inspired bun, and an adventurous new savoury creation for Doritos® fans.

"For those who love tradition, you'll still find our classic fruit, apple and cinnamon, fruit-free, and chocolate varieties in store. No matter your taste, there's a hot cross bun for everyone at Coles this Easter."

Customers can hop to their local Coles to try the limited-edition range, available in store and online this February, while stocks last.

Meet the flavour packed hot cross bun class of 2026:

Coles Easter Doritos® Inspired Cheesy Jalapeno Hot Cross Buns 4pk 320g (available Monday 16 February)

Doritos® fans, your dreams have come true. Toast and pile them high with bacon and eggs for breakfast or split and stuff them with taco fillings for a bun that's anything but boring.

Coles Easter Arnott's Mint Slice™ Inspired Hot Cross Buns 4pk 320g (available Monday 16 February)

Enjoy them warm and gooey or as a mint choc ice cream sandwich for a delicious Easter treat.

Coles Easter Sticky Date Inspired Hot Cross Buns 4pk 320g (available Monday 2 February)

Warm them up and let the butter melt into every crevice, or level up your dessert game by transforming them into a rich, indulgent bread and butter pudding.

Coles Easter Matcha & Raspberry Inspired Hot Cross Buns 4pk 320g (available Monday 2 February)

The matcha bun has entered the chat. Enjoy straight out of the pack, toasted with lashings of butter, or get creative and build a matcha bun cheesecake.

LIMITED-EDITION HOT CROSS BUNS AVAILABLE FROM MONDAY 2 FEBRUARY

Product	Price
Coles Easter Sticky Date Inspired Hot Cross Buns 4pk 320g	\$5.50 each
Coles Easter Matcha & Raspberry Inspired Hot Cross Buns 4pk 320g	\$5.50 each

LIMITED-EDITION HOT CROSS BUNS AVAILABLE FROM MONDAY 16 FEBRUARY

Product	Price
Coles Easter Doritos® Inspired Cheesy Jalapeno Hot Cross Buns 4pk 320g	\$5.50 each
Coles Easter Arnott's Mint Slice™ Inspired Hot Cross Buns 4pk 320g	\$5.50 each

ADDITIONAL COLES BRAND HOT CROSS BUNS AVAILABLE IN STORE NOW

Product	Price
Coles Traditional Hot Cross Bun 6pk	\$4.40 each
Coles Chocolate Hot Cross Buns 6pk	\$4.40 each
Coles Fruit Free Hot Cross Buns 6pk	\$4.40 each
Coles Apple and Cinnamon Hot Cross Buns 6pk	\$4.40 each
Coles Traditional Mini Fruit Hot Cross Buns 9pk	\$4.40 each
Coles Arnott's Iced VoVo Inspired Hot Cross Buns 4pk 320g	\$5.50 each
Coles Finest Luxurious Fruit Hot Cross Buns 4pk 320g	\$5.50 each
Coles I'm Free From... Fruit Hot Cross Buns 3pk 180g	\$4.40 each

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For media enquiries, please contact

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