

Media Release

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'PERI' BIG FLAVOUR MAKEOVER FOR COLES' BACHELOR'S HANDBAG

Beloved supermarket staple gets a limited-edition kick for 2026

Coles is coming in sizzling this month with the launch of a limited-edition **Peri Peri Hot Roast RSPCA Approved Chicken** now available in stores nationally.

A fresh take on a deli classic, this new roast chicken certainly packs a punch with peri peri infused roasted skin, a flavour-packed brine and spiced herb couscous stuffing delivering customers yet another choice for grab-and-go goodness – available for \$13.50 each.

The peri peri flavour profile blends bird's eye chillis, garlic and sweet paprika with oregano and cumin, before a zesty lemon tang cuts through the richness for a bold finish.

A soon to be Aussie dinner staple and summer barbecue favourite, this Portuguese-inspired roast chook easily complements a number of delicious sides and can level up recipes like Portuguese wraps, loaded peri peri chips or a classic roast chicken roll.

Coles' peri peri range is heating up, with the new hot chook joining a line-up of fan favourites including **Coles Sliced Peri Peri Roast Chicken Breast 150g (\$6.00)**, **Coles Peri Peri Mayonnaise 360g (\$3.20)** and **Coles PerFORM Peri Peri Quinoa Tuna Snack 190g (\$4.00)**.

Coles General Manager Meat, Deli and Seafood Karen O'Connor, said the limited-edition roast chicken had been developed to help customers bring a bold new flavour into their weeknight meal rotation.

"Our RSPCA approved hot roast chicken is an Aussie classic, so we're always looking for new ways to delight customers with flavours they'll love," she said.

"It's our second highest selling product across the country, and last year we sold more than 20 million of our RSPCA approved hot roast chickens. We knew we had to get the flavour profile spot on, with a punchy peri peri hit, a juicy roast finish, and a spiced couscous stuffing that complements all kinds of sides."

"Our new peri peri chicken is the ultimate grab-and-go dinner, bringing big flavour that rivals takeaway taste without the extra effort, whether you're feeding a crowd at a barbecue or sorting a quick weeknight meal."

Now available from the deli in-store at Coles stores across Australia, the limited-edition Coles Peri Peri Hot Roast RSPCA Approved Chicken will retail for \$13.50, while stocks last.

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