

Media Release

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The great hot cross bun debate decided: microwave trumps toaster as 55 million set to fly off the shelves

The great hot cross bun debate has finally been settled, with new research showing the microwave has overtaken the toaster as the nation's preferred way to enjoy the Easter favourite.

Nearly one in three customers (32%) prefer to heat their hot cross buns in the microwave, edging out the toaster (29%), while a quarter admit they can't wait and eat them fresh straight from the packet.

The findings come as Coles prepares to sell more than 55 million hot cross buns this Easter, enough to fill more than a quarter of a million Coles shopping trolleys.

Victoria is leading the charge as Australia's hot cross bun capital, with more than 10 million buns already sold across the state's Coles supermarkets, followed by New South Wales (9 million) and Queensland (8.5 million). The below table shows how many buns have already been sold in each state:

Victoria	10 million buns
New South Wales	9 million buns
Queensland	8.5 million buns
Western Australia	5 million buns
South Australia	3 million buns
Tasmania	1 million buns
Australian Capital Territory	650,000 buns
Northern Territory	300,000 buns

When it comes to flavour, Australians are sticking with the classics. Two in five customers (40%) continue to choose traditional fruit hot cross buns, followed by Coles choc chip hot cross bun varieties.

To meet demand this Easter, Coles has used more than 568 tonnes of fruit mix across its hot cross bun range.

Coles General Manager for Bakery, Dairy and Frozen, Brad Gorman, said hot cross buns remain one of the most anticipated Easter traditions.

"Hot cross buns are a simple Easter ritual Australians look forward to each year, and our data shows there's no single way to enjoy them, whether warmed in the microwave, toasted, or eaten straight from the pack," he said.

"This year we're offering our biggest hot cross bun range yet, from traditional fruit favourites to chocolate and limited-edition flavours for customers to try."

"Our bakery team spends months developing the range, and planning for new flavours starts more than a year in advance."

Coles is also helping customers stretch their grocery budget, with Coles Brand Hot Cross Buns 6-pack available for two for \$6 until 7 April.

Customers can choose from a wide range of options this Easter, including traditional fruit, chocolate, gluten free and fruit free varieties, alongside a selection of limited-edition flavours.

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For media enquiries, please contact

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APPENDIX

Top stores per state:

State	Top Coles Stores
VIC	Coburg North
	Waurm Ponds
	Taylors Hill
NSW	Penrith
	Eastgardens
	Broadway
QLD	Carindale
	Caboolture Big Fresh
	Thornlands
WA	Victoria Park East
	Claremont
	Geraldton
SA	Victor Harbor
	Gawler
	Blackwood
TAS	Glebe Hill
	Meadow Mews
	Sorell
ACT	Belconnen
	Gungahlin
	Wanniassa
NT	Coolalinga
	Alice Springs
	Northlakes