

# Media Release

**EMBARGOED until 12:00am Wednesday 28 January 2026**

## **COLES TURNS UP THE HEAT WITH THE LAUNCH OF KITCHENAID COOKWARE COLLECTABLES**

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Coles is helping Australians refresh their kitchens and rediscover the joy of home cooking with the launch of a new KitchenAid cookware collectables promotion, rolling out in stores and online from 4 February 2026.

Designed to combine trusted performance with everyday practicality, the exclusive KitchenAid cookware range, which includes seven premium items, can be collected for free using credits by Flybuys members simply by doing their regular grocery shop.

Research shows that almost one in two (47.1%)<sup>1</sup> Coles customers replace their cookware within a five-year timeframe, highlighting strong demand for durable, high-quality cookware that fits seamlessly into everyday life.

Customers will earn one cookware credit for every \$20 spent when they scan their Flybuys card, with additional bonus credits available when you purchase participating products and brands such as Airwick, Always Fresh, Black Swan, Blackmores, Bref, Coke Classic, Cold Power, Coles Finest, Dettol, Fairy, John West, Lipton, Nescafe, Old El Paso, Optimum, Palmolive. Bonus credits are limited to one per participating brand or product range.

From frypans and saucepans to casserole pots and utensils, the thoughtfully designed range reflects evolving customer preferences, made from premium aluminium and PFAS-free nonstick coatings, the range is compatible with all hobs including induction, and includes clever features such as lids with built in drainage and dual pour sizes on saucepans. The cookware collection is rounded out with a KitchenAid mini food chopper, offering customers the opportunity to complete their kitchen with a trusted KitchenAid electrical appliance.

To celebrate the launch, Coles is offering customers the chance to win premium KitchenAid appliances throughout the campaign. With every \$20 spent, customers will automatically receive one entry into a daily draw to win a KitchenAid Stand Mixer and Blender worth over \$1,000, with one winner every day across the promotion period, instore and online.

Coles Chief Customer Experience Officer, Michael Courtney said the latest collectables promotion is about delivering quality, value and inspiration in the kitchen.

"We're making it easier for customers to access high-quality KitchenAid cookware for free as part of their regular grocery shop, helping bring trusted performance into more Australian kitchens," he said.

"Our collectable program with KitchenAid allows us to offer customers durable, PFAS-free cookware that's made for everyday use and designed to make cooking at home more enjoyable."

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<sup>1</sup> Coles Circle Survey, Field dates 7<sup>th</sup> January to 9<sup>th</sup> January 2026, n= 5417

"From everyday meals to cooking for family and friends, this range is designed to suit a wide variety of cooking styles and occasions."

#### How it works:

- Customers must be Flybuys members to participate
- Earn one cookware credit for every \$20 spent when scanning Flybuys
- Earn bonus credits when purchasing participating products (limit one per brand family)
- Credits can be earned instore, online and via the Coles App
- Credits can be tracked via the Flybuys App, online or on receipts
- Cookware can be redeemed instore or online (excluding Coles App) using credits in full, halfpay (credits + cash) or full pay, excluding mini food chopper which is available at half pay, instore only.

A pre-earn period will run from 28 January to 3 February 2026, allowing customers who have previously participated in redeeming products to start earning credits ahead of the official earn and redeem phase, which runs from 4 February to 19 May 2026.

#### KitchenAid cookware collectables range:

	<b>Set of utensils</b> <ul style="list-style-type: none"> <li>• 20 credits or half-pay: \$10 + 10 credits</li> <li>• Full pay: \$20</li> </ul>
	<b>20cm frypan</b> <ul style="list-style-type: none"> <li>• 50 credits or half-pay: \$25 + 25 credits  </li> <li>• Full pay: \$50</li> </ul>
	<b>18cm saucepan with lid</b> <ul style="list-style-type: none"> <li>• 60 credits or half-pay: \$30 + 30 credits</li> <li>• Full pay: \$60</li> </ul>
	<b>28cm frypan</b> <ul style="list-style-type: none"> <li>• 70 credits or half-pay: \$35 + 35 credits</li> <li>• Full pay: \$70</li> </ul>
	<b>24cm casserole pot with lid</b> <ul style="list-style-type: none"> <li>• 80 credits or half-pay: \$40 + 40 credits</li> <li>• Full pay: \$80</li> </ul>
	<b>26cm skillet with lid</b> <ul style="list-style-type: none"> <li>• 90 credits or half-pay: \$45 + 45 credits</li> <li>• Full pay: \$90</li> </ul>
	<b>3.5 cup mini food chopper (available instore only)</b> <ul style="list-style-type: none"> <li>• Half-pay: \$50 + 50 credits</li> <li>• Full pay: \$100</li> </ul> <p>* Not available for full credit redemption</p>

The KitchenAid cookware collectables promotion will be available while stocks last at Coles Supermarkets nationwide and online. For more information, visit [coles.com.au](https://www.coles.com.au).

A full list of participating brands and product ranges can be found in the terms & conditions at [www.coles.com.au/cookware-terms](https://www.coles.com.au/cookware-terms)

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