

Media Release

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THERE'S A NEW LOCAL IN TOWN

SOUTH AUSTRALIA'S FIRST COLES LOCAL STORE ARRIVES IN ADELAIDE

Coles Local The Avenues showcases over 700 South Australian favourites from more than 60 local suppliers

Coles is bringing a brand-new shopping experience to South Australia, with the opening of its first Coles Local store in Adelaide on Thursday 2 October.

Just three kilometres from the heart of Adelaide's CBD, Coles Local The Avenues is the 31st Coles Local nationally, marking a major milestone in Coles' ongoing investment in South Australia, and designed to meet customer demand for more locally sourced products.

South Australian shoppers are especially passionate about buying local, with research showing they are more likely than the national average to buy local to support the economy (71% compared to 64%).¹

Additionally, 70 per cent of South Australian customers prioritise locally grown produce, and one in three choose where to shop based on the availability of locally sourced goods.

Celebrating local South Australian food

The Avenues is a showcase of the state's diverse food culture, proudly featuring a curated selection of more than 700 South Australian products from over 60 food and beverage producers – with 440 local products new to Coles.

Customers can look forward to iconic brands like Beerenberg, Bickfords and Maggie Beer, each offering expanded ranges, alongside ten exciting local suppliers new to Coles including:

- Bowsome, created by a South Australian mum bringing fresh grab-and-go meals and frozen kids' options from local ingredients.
- Harris Smokehouse, a fourth-generation Adelaide hills business, supplying smoked and cured salmon and seafood with its 50-year-old family recipe.
- Skala Bakery, an Adelaide institution since 1952, renowned for its nostalgic family recipes for freshly baked breads, pastries and cakes.
- Beyond India, bringing the vibrant flavours of their celebrated South Australian restaurants to shelves with ready-to-enjoy meals.

¹ Coles Local Shopping Survey, Coles Circle Research, October 2024, n=7,973

The store also offers an entertaining destination with over 100 speciality cheeses, including 82 sourced from local South Australian suppliers including wholesaler Say Cheese.

South Australian Premier, Peter Malinauskas, welcomed the opening as an important milestone in Coles' ongoing investment in the state.

"South Australians are proud of the high-quality produce and products produced right here in our home state.

"It is excellent to see a national retailer recognise the keenness from their customers to get behind South Australian brands – both iconic and emerging, while acting as a launch pad for our food producers to connect with new customers nationally."

Coles' roots in South Australia stretch back to its first store in Rundle Mall in 1932. Today it operates 53 stores across the state and employs more than 7,000 South Australians.

Coles Chief Executive Officer, Leah Weckert, who was raised in Adelaide, said the store celebrates the state's passion for locally sourced products.

"We know how important local and family-owned suppliers are to South Australian customers. The Coles Local format allows us to showcase some of the very best products, introduce them to new customers, and still deliver the same great value you'd find in any Coles supermarket.

"We're proud to partner with small businesses to bring exclusive local products to our shelves, connect South Australians with the incredible food culture in their own backyard, and help these suppliers reach new customers through our network of stores."

Welcoming new South Australian suppliers to Coles

Skala Bakery's Lana Dinkoudis said the opportunity to join Coles Local is a huge moment in the bakery's seven-decade journey.

"This is such a proud milestone for us as a family business which has spent more than 70 years perfecting our craft, building relationships with local customers, and staying true to the quality and authenticity our brand was built on. To now see our products on shelf at Coles is incredibly rewarding," she said.

Harris Smokehouse owner Adam Harris, whose products will launch into all Coles stores nationwide in October, said the opportunity offers a platform to share their story with a new generation of customers.

"There's something pretty special about seeing our smoked salmon sitting on shelf in a national supermarket that's gone out of its way to back local, ethical producers," he said.

"We're proud to be part of a store that reflects what South Australian food culture is all about."

Tailored and connected to the local community

Coles Local The Avenues features a vibrant mural created by Adelaide artist Lucinda Penn, whose inspiration was drawn from local scenes and conversations with the community. Wrapping around the store's walls, the artwork infuses the space with colour, encapsulating the lively spirit of Stepney.

Supporting the local community, Coles Local The Avenues will work with food rescue organisation SecondBite to donate unsold, edible food to help feed those facing food insecurity in the area, as well as partnering with the Magill Little Athletics Club to support young athletes.

Coles Local The Avenues is located within the Avenues Shopping Centre, at the corner of Payneham Road and Nelson Street, Stepney and is open Monday to Friday 6am – 9pm, Saturday 6am – 5pm, and Sunday 9am – 5pm.

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For media enquiries, please contact

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HIGHLIGHTS AT COLES LOCAL THE AVENUES:

- The first Coles Local store in South Australia
- There are 31 Coles Local supermarkets across the country
- Ranging over 700 local favourites from over 60 South Australian suppliers
- Featuring the largest South Australian range of any Coles store in the state
- 10 brand new South Australian suppliers to Coles including: Beyond India, Bowlsome, Cirelli Coffee, Fuzzybum honey, Harris Smokehouse, Italia Fresca, Kyton's Bakery, Lucias, Skala Bakery, Skara smallgoods
- Featuring suppliers that you may not find in your average Coles store but with the everyday essentials and value you would expect from any Coles
- Unique store mural by Adelaide artist Lucina Penn which captures the essence of the local community – Keep an eye out for her vibrant mural showcased on a bus touring the Adelaide CBD
- Expanded range from iconic South Australian suppliers Beerenberg, Bickfords and Maggie Beer including products brand new to Coles
- The largest Skala range you can find outside a Skala Bakery
- Entertaining cheese destination with over 100 specialty cheeses including 82 locally sourced from South Australian suppliers.