

# Media Release

Wednesday, 3 December 2025

## COLES AND SECONDBITE UNITE TO TACKLE HOLIDAY HUNGER AS NEW RESEARCH REVEALS FESTIVE STRUGGLES

**Photos and vision [HERE](#)**

Coles' annual Christmas Appeal for leading Australian food relief charity SecondBite kicked off today as new research reveals the growing pressures on household budgets this holiday season.

The research commissioned by SecondBite revealed<sup>1</sup>:

- Almost half (47%) of Australians worry about the extra expense during the festive season, and whether they will be able to afford enough food for their family;
- Two in five (39%) of Australians agree they may have to choose between buying presents and buying food, with one in seven (14% - more than 3 million Australians) strongly agreeing that this is the case;
- Two in five Australians (41%) agree that they worry about being able to afford nutritious food for themselves and/or their families over the next 12 months.

Until Christmas Eve, customers can help SecondBite put meals on the table for Australians facing hardship this festive season by purchasing a \$2 charity gift tag or by making a donation at any Coles supermarket checkout. Every gift tag purchased can help SecondBite to provide the equivalent of 10 meals to people doing it tough this Christmas.

Funds raised will help SecondBite distribute food to nearly 900 frontline charity partners across Australia, who use donated produce from Coles and other retailers and suppliers to cook meals, provide food hampers, stock community pantries and put on a Christmas spread for people facing hardship.

These local partners include community centres, schools, First Nations health organisations, women's shelters and other not-for-profits such as FoodFilled -a youth-led charity delivering SecondBite food to partners across Melbourne and Manning Valley Neighbourhood Services (MVNS) in NSW's Mid-North Coast.

MVNS manager Kate Darnell said its SecondBite food program plays a vital role in not just food relief, but also in strengthening a sense of community.

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<sup>1</sup> Source: This study was conducted online between 9th – 13th October 2025. The sample comprised of a nationally representative sample of 1,501 Australians aged 18 years and older. YouGov designed the questionnaire in consultation with SecondBite. Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.

"Throughout the year MVNS supports hundreds of people and their families who access our SecondBite food program up to three times a week. Many of our clients rely on this service for their essential fruit and vegetable intake – if it wasn't for the free SecondBite food we collect from Coles, they may struggle to make a nutritious meal that day or that week," she said.

"Our SecondBite food program also helps bring the community together. People come to collect food, but they may stay for a chat with one of our volunteers or staff who can assist or connect them to other crucial services in the community. SecondBite is such an important program for us, and for many community services like us across Australia. We hope people can get behind the Coles SecondBite Christmas Appeal."

SecondBite CEO Daniel Moorfield urged customers to support the appeal at Coles.

"With two in five people worried about being able to afford nutritious food for themselves or their families over the next year, the need for support is real," he said.

"The Coles SecondBite Christmas Appeal is a chance for all of us to come together and help ensure that no one has to go without a decent meal - especially during the festive season. Every donation, big or small, helps us reach more people in need and brings hope to communities right across Australia."

Coles General Manager Sustainability Brooke Donnelly said Coles is proud of its longstanding partnership and fundraising efforts with SecondBite to help feed people in need.

"Coles has donated the equivalent of more than 300 million meals to SecondBite since 2011, with more than 840 supermarkets and distribution centres across Australia supporting local food rescue and relief efforts," she said.

"This holiday season, we're aiming to raise over \$1 million for SecondBite, which will help provide the equivalent of 5 million meals. These funds – and meals – are crucial for supporting families in need this Christmas and we hope customers can get behind this important Australian charity over the next few weeks simply by purchasing a \$2 charity gift tag or by making a donation of their choice at the checkout."

In addition to raising funds from the sales of \$2 charity gift tags, Coles will also donate \$1 to the appeal for every Coles Christmas Deluxe Charity Cards (10 pack) sold and Remedy Drinks and Coles will donate 20 cents (10 cents each) to SecondBite for every limited-edition Remedy Festive Batch Kombucha 330ml sold at participating stores and on Coles online.<sup>2</sup>

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**For further information, please contact**  
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<sup>2</sup> Go to [wwwcolescomau/secondbite](http://wwwcolescomau/secondbite) for a full list of participating stores. Donation applies while stocks last.