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Wednesday 6 August 2025

**GRILL'D LAUNCHES FIRST-EVER RETAIL RANGE IN PARTNERSHIP WITH COLES
BRINGING ICONIC BURGERS TO AUSSIE HOMES**



Available exclusively in Coles supermarkets nationally from August 6, 2025

For the first time ever, Grill'd, Australia's favourite beef burger brand,^[1] is set to launch a retail range of their delicious, healthy burger patties exclusively at Coles - bringing the Grill'd experience into the homes of millions of customers from Wednesday 6 August.

Available in-store and online at Coles stores nationally, the Grill'd range starts at just \$8 for a 2-pack and includes three mouthwatering options with the same commitment to flavour, quality and health that you'd expect in-restaurant.

With Coles research finding that over one in two Australians say they have an interest in recreating their restaurant or takeaway dinner in their own kitchen, and a 'familiar taste' is the top driver of meal choice ^[2] - the new range is designed to help more home cooks easily create their own delicious Grill'd burgers, no chef skills required.

The popular healthy burger restaurant has been flipping burgers for 21 years and has grown to 174 burger restaurants across the country. In 2025, Grill'd is set to accelerate growth with several new restaurant locations scheduled to open across the country.

Grill'd Founder and Managing Director, Simon Crowe said he was excited to expand the restaurant to the supermarket, giving more Australians the opportunity to enjoy Grill'd burgers.

^[1] Voted Australia's favourite beef burger brand, based on Fonto Moments in QSR data surveying participants between April 2024 to March 2025, comparing a rating of "very satisfied" upon purchasing beef burgers from Grill'd, McDonald's, Hungry Jack's, and/or Betty's Burgers. See grilld.com.au for more details.

^[2] Coles Circle Food/Dinner Diaries Survey, Oct 2019 - Dec 2024, n = 42,710



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"For over two decades, Aussies have loved coming into Grill'd restaurants for healthy burgers that taste good and do good. This next chapter in our story is very exciting as we take our products into peoples' homes," he said.

"Having our burgers available nationally at Coles, allows us to take the next big step in our mission: to make our healthy, delicious burgers accessible to all Australians."

Just like in-restaurant, every pack of Grill'd burgers sold at Coles comes with a 'Local Matters' token inviting customers to support community initiatives. Through this partnership, Grill'd will be giving \$10,000 this month to Coles' community partners selected by customers, making every burger purchase a chance to give back.

Coles Chief Commercial Officer, Anna Croft said Coles is committed to providing value to customers and introducing innovative ways to help inspire them in the kitchen.

"We're excited to join forces with Grill'd to launch an exclusive, premium burger range customers can only find at Coles," she said.

"Our customers are telling us they're cooking more at home and looking for ways to create delicious and easy restaurant quality meals in their own kitchens - and that's exactly what we hope to achieve by offering the new Grill'd burger range."

"This launch is the latest example of how we're listening and responding to our customers, giving more Australians access to premium and convenient meal options at a price that offers real value."

The Grill'd range of 100% Australian grass-fed premium beef, hormone-free, antibiotic-free and gluten-free burgers includes:

- **Grill'd Signature Beef Burgers (2-pack):** Premium Aussie beef, \$8.00 / \$4 per serve
- **Grill'd Premium Wagyu Burgers with Caramelised Onion (2-pack):** Juicy wagyu with a hint of sweetness, \$10.00 / \$5 per serve
- **Grill'd Signature Beef Burgers (4-pack):** A value-friendly pack for the whole family, \$12.50 / \$3.15 per serve (available in selected stores)





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The Grill'd retail range will be available in the meat department at Coles stores nationally and online from Wednesday, August 6, 2025. To celebrate the launch, each product will be offered at an introductory price of \$1 off the regular price for the first four weeks. To shop the range visit: [coles.com.au](https://www.coles.com.au)

[CLICK HERE FOR VIDEO AND HIGH-RES IMAGES](#)

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About Grill'd:

Established in Melbourne in 2004, Grill'd is one of the largest privately-owned restaurant groups in Australia. With 174 burger restaurants across the country and one in Bali, Grill'd employs more than 4,000 staff, and prides itself on working with local suppliers to ensure the provenance, quality and freshness of all its ingredients. Over the years, Grill'd has been recognised for its outstanding service and dedication to excellence by winning awards such as KPMG's Top 10 Australian Brands in Customer Experience Award and Roy Morgan's Australian Customer Satisfaction Award for Quick Service Restaurant Of The Year in 2018, and No. 1 Best Restaurant Chain in Asia-Pacific by Conde Nest Traveller in 2014. Additionally, each Grill'd restaurant donates \$500 back into their local community each month. Through this 'Local Matters' program, Grill'd has donated over \$1 million per year and over \$7 million since its inception to local communities across Australia. Grill'd was named one of Australia's top 10 brands in the 2021 Forces of Good Report, and the number 1 brand in the food category for Corporate Social Responsibility, which analysed 190 brands.

www.grilld.com.au

About Coles:

Coles is one of Australia's leading retailers, with more than 1,800 supermarkets and liquor stores nationally. Coles employs more than 120,000 team members, engages with more than 8,000 suppliers, and welcomes millions of customers through its store network and digital platforms every week. Coles' purpose is to help Australians eat and live better every day. www.coles.com.au