

# Media Release

WEDNESDAY 19 NOVEMBER 2025

## G'DAY AUSTRALIA: COLES WELCOMES MARKS & SPENCER FOOD British icons Percy Pig and Colin the Caterpillar arrive Down Under

Coles is rolling out the red carpet for British icons, welcoming Marks & Spencer's bestselling food products including iconic Percy Pig and Colin the Caterpillar confectionery to Australian shores for the very first time.

Founded in 1884, leading British retailer Marks & Spencer is a household name in the UK, renowned for exceptional quality food at trusted value. Now, Coles is proud to introduce Australians to the best of British, making it easier than ever to savour a true taste of the UK, no passport required.

Arriving just in time for the festive season, favourites from M&S Food will launch in-store and online at selected Coles supermarkets across the country from Wednesday 19 November, with prices starting at just \$6.

After more than 30 years as a British favourite at M&S, the original Percy Pig™ sweet is going down under for the first time, marking another major milestone in his journey from beloved UK treat to global favourite. First launched in 1992, Percy Pig sweets are adored across generations for chewy, vegan gums made with real fruit juice and no, artificial ingredients or flavourings.

Today, Percy Pig is much more than a sweet treat, Percy is a cultural icon. The "squealy big deal" who's conquered everything from food and beauty to homewares and fashion, Percy's popularity spans millions of TikTok views and even an audition for Britain's Got Talent. With fans including Olivia Rodrigo, Sir Andy Murray and Harry Styles, Percy's reputation is legendary and now he's ready to win Aussie hearts.

The iconic British lolly will be joined with a line-up of other Percy Pig & Colin the Caterpillar lolly favourites. Coles customers will be able to shop the much-loved and **M&S Percy Pig Fruit Gums 170g** and **M&S Colin the Caterpillar Fruit Sours 170g** for \$6 (\$3.53 per 100g), alongside a sweet line up of other Percy and Colin favourites including:

- **M&S Percy Pig Phizzy Pigtails 170g**, coated with sugar for an extra hit of fizz - \$6 (\$3.53 per 100g)
- **M&S Percy Pig Piglets 170g**, all the classic Percy Pig flavour you love in adorable mini piglet-sized bites.
- **M&S Percy Pig Reversy Percy 150g**, iconic Percy Pig flipped for more gummy goodness. Reversy Percy's ears and face are swapped around, perfect for jelly sweet lovers - \$6 (\$4 per 100g)
- **M&S Colin the Caterpillar Fruit Gums 170g**, O.G. Colin sweets with a burst of fun and fruity flavours - \$6 (\$3.53 per 100g)
- **M&S Colin the Caterpillar Party Time 170g**, get the party started with mix of fruit flavour gums, bursting with celebration-themed shapes including party hats, balloons & Colin faces - \$6 (\$3.53 per 100g)
- **M&S Colin the Caterpillar Cola Gums 170g**, a nostalgic taste of fizzy cola - \$6 (\$3.53 per 100g)
- **M&S Colin the Caterpillar Cherry Gums 170g**, a burst of cherry-flavoured bliss in every bite - \$6 (\$3.53 per 100g)

Percy and Colin aren't coming alone, with selected Coles stores ranging the classic M&S Scottish Shortbread varieties and Luxury Gold Tea Bags, as well as limited-edition seasonal ranges including the viral sensation – The Original Very Moreish Munch Tin - which is set to sell over a million tins in the UK in the lead up to Christmas.

Coles' Customer Fulfilment Centres (CFCs) in Victoria and New South Wales will feature an expanded selection of 24 products, available to customers shopping online with Deliver More.

Coles Chief Commercial Officer, Anna Croft said Coles was proud to partner with Marks & Spencer to bring their quality food range to Australian homes.

"We're excited to join forces with Marks & Spencer to welcome iconic favourites Percy Pig and Colin the Caterpillar down under the very first time," she said.

"Marks & Spencer is renowned for outstanding quality, and we're thrilled to bring a selection of their most-loved food products to Coles, giving millions of Australians the chance to enjoy the best of British right here at home.

"Whether you're looking for the perfect stocking filler or a delicious treat to enjoy all year round, the M&S Food range at Coles offers more choice and even more reasons for our customers to shop with us."

M&S Managing Director of International, Mark Lemming said the expansion of M&S Food to Australia marked a major milestone for the British retailer and an exciting new chapter in the company's global journey.

"We know Australians have been eagerly awaiting the arrival of Percy Pig and Colin the Caterpillar sweets, so we're delighted to partner with one of Australia's leading supermarkets, Coles - a partner that shares our values of quality food at trusted value to bring the magic of M&S Food to Australia for the very first time," he said.

"With our range now available in Coles stores nationwide, we're proud to expand our global reach and we look forward to delighting Australian customers and bringing a true taste of Britain to homes across the country."

Customers can find the M&S Food range in store and online from **Wednesday 19 November**. To explore the full range and to find a participating store, visit: [coles.com.au/offers/marks-and-spencer-stores](https://coles.com.au/offers/marks-and-spencer-stores)

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