

# Media Release

Wednesday, 25 June 2025

## COLES AND SECONDBITE CALL ON TOP CHEFS TO COOK UP SUPPORT FOR ANNUAL WINTER APPEAL

- Funds raised by SecondBite will bring food relief to those in need, as recent survey<sup>1</sup> shows one in four Australians are reducing meal portions and one in five are skipping meals.
- For the next two weeks customers can support Australians in need by donating at the checkout or by purchasing from a range of selected products.
- World-renowned chefs Curtis Stone and Sergio Perera launched this year's appeal.

Coles and SecondBite have enlisted top chefs Curtis Stone and Sergio Perera to launch this year's winter appeal, as a recent Coles survey<sup>1</sup> reveals one in every five (21%) Australians admit to skipping meals and one in four (26%) are reducing overall portions to help make ends meet.

From today until Tuesday 8 July 2025 Coles customers can help feed people in need by donating at any Coles, Liquorland, First Choice Liquor Market or Vintage Cellars store<sup>2</sup>, with 100% of funds raised going to SecondBite.

During the appeal, customers can show their support by purchasing a \$2 SecondBite donation card or selected products from well-known brands including Chobani, Gippsland Dairy and Mount Franklin with 20 cents of every participating product sold at Coles or Coles Online during the appeal going to SecondBite<sup>3</sup>.

Newly appointed SecondBite ambassador Sergio Perera, a Spanish Michelin-trained chef who has worked in some of the world's finest kitchens and has been Chris Hemsworth's personal chef for over a decade, said purchasing a donation card at Coles can go a long way for Aussies doing it tough this winter.

"The donation cards are a simple way for Australians to support those who need a hand this winter. By purchasing one \$2 donation card at the checkout, you're helping to provide up to ten meals to people who might not know where their next meal is coming from," he said.

SecondBite is one of Australia's leading food relief charities, rescuing and delivering the equivalent of more than 50 million meals each year to over 1,000 frontline charities including soup kitchens, community hubs and centres, youth groups and women's shelters.

SecondBite CEO Daniel Moorfield said funds raised will enable SecondBite to feed more people across Australia via its extensive network of delivery vans, FareShare kitchens and community food partners.

"The Coles SecondBite Winter Appeal is a lifeline for many Australians seeking food relief this winter. Those asking for help can be your neighbour, a work colleague or a friend," he said.

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<sup>1</sup> Coles Cost of Living Survey, April 2025, n=6,838

<sup>2</sup> All proceeds will be distributed to SecondBite. Donations of \$2 or more are tax deductible. The campaign runs from 25/6/25 to 8/7/25.

<sup>3</sup> Full list of participating products and terms and conditions is available at [www.coles.com.au/community](http://www.coles.com.au/community).

"We are hearing from our delivery drivers, volunteers and community agencies on the ground that the need for food relief has exacerbated in the past year and there are no signs of abating, particularly in winter when people are faced with the added dilemma of choosing between heating and eating."

Coles Chief Commercial and Sustainability Officer Anna Croft said Coles Group is making it easier for customers to support SecondBite.

"Raising funds for SecondBite has become a collective community effort in recent years as the need continues to grow. This winter, Coles has partnered with a range of suppliers to support SecondBite as well as calling on our customers to help, with 100% of all customer donations going directly to SecondBite," she said.

"Coles, together with valued suppliers will make a donation to SecondBite during the appeal from the sales of participating products including Chobani, Gippsland Dairy, Mount Franklin water, M&M'S, Maltesers, Thins, Old El Paso, Lilydale Free Range Chicken and Nando's<sup>4</sup>."

Coles has been a proud partner of SecondBite since 2011, helping to raise vital funds as well as donating the equivalent of more than 290 million meals from unsold, edible food rescued from supermarkets and distribution centres across Australia.

For a full list of participating products and terms and conditions for the Coles SecondBite Winter Appeal, visit [www.coles.com.au/community](http://www.coles.com.au/community).

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**For further information, please contact**

Coles Media Line (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)

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