

# Media Release

Friday 26 December 2025

## **BUNS OUT FOR A GOOD CAUSE: COLES' HOT CROSS BUNS ARE BACK TO SUPPORT AUSSIE FAMILIES FACING CHILDHOOD CANCER**

Coles' hot cross buns are hopping back into baskets this Boxing Day, turning a post-Christmas tradition into support for Australian families navigating childhood cancer, with 20 cents from every 6 or 9 pack sold donated to children's cancer charity Redkite.

With more than 2 million hot cross buns expected to be sold before New Year's Day, Aussie's appetite for the humble bun continues to grow for raisin lovers, chocolate aficionados, fruit free and apple-and-cinnamon fans alike.

Coles' hot cross bun range is available in store and online from today, priced at \$4.50 a pack or two packs for \$8.00, with a 20-cent donation to Redkite from today until Thursday 1 January 2026.

Over the past decade, Coles customers and team members have raised more than \$55 million for Redkite, providing vital support to families navigating childhood cancer – like 9-year-old Dakota's.

Dakota was just days from her fourth birthday when she was diagnosed with Acute Lymphoblastic Leukemia – a fast-growing blood and bone marrow cancer. After years of intensive treatment and hospital stays, she's now in remission and living a normal childhood with ongoing maintenance to keep her healthy.

Dakota's mum Michelle said Redkite's support was invaluable during their most difficult moments, offering financial support, emotional guidance and practical help.

"As a nurse, I thought I was prepared for anything, but nothing prepares you for your own child's cancer diagnosis and Redkite has been a constant support, letting us focus on Dakota's health without worrying about everything else," she said.

"The impact of cancer is like a full-time job and it's a huge comfort to know Coles and its customers are supporting families like ours. It means so much and reminds us we aren't facing this alone."

Coles General Manager Commercial, Bakery, Dairy & Frozen, Brad Gorman said the early return of hot cross buns was a chance to turn a customer favourite into something far more meaningful.

"Aussies have made hot cross buns a post-Christmas favourite and we're proud to turn that tradition into meaningful support for families like Dakota's, who need to navigate the reality of childhood cancer," he said.

"For over a decade, Coles' partnership with Redkite has helped thousands of families find their footing during a cancer diagnosis and it's something our team is genuinely passionate about."

From diagnosis, Redkite provided practical resources like the Red Bag of essentials, financial relief for everyday costs, and counselling to support Dakota and her family.

Redkite Chief Executive Officer Monique Keighery said the long-standing partnership with Coles has been instrumental in providing much-needed support to families like Dakota's throughout the cancer journey.

"For the past 12 years, Coles has been a loyal and generous partner, standing beside Redkite and the families who need us most. Their commitment ensures that families facing the realities of childhood cancer have access to the support they need during what can be one of the toughest times of their lives," she said.

"The donation per pack on Coles Hot Cross Buns makes a meaningful difference. These donations help fund our national family support services - providing vital counselling for children and parents, financial assistance for everyday essentials like groceries and fuel, and practical help to guide families through the unimaginable challenges of childhood cancer."

"Every Coles hot cross bun sold helps us continue our vital support for families facing the overwhelming journey of childhood cancer, ensuring they feel supported and are not alone."

For those seeking a twist on tradition, Coles is bringing back the iconic Arnott's Iced VoVo hot cross buns, which reimagine the legendary Aussie biscuit. And for a little indulgence, the premium Coles Finest Hot Cross Buns deliver a touch of luxury with every bite. Both specialty options are available in-store starting today for \$5.50 per 4-pack.

**COLES BRAND HOT CROSS BUNS — 20 CENTS FROM EACH SALE DONATED TO REDKITE FROM 26 DECEMBER 2025 UNTIL 1 JANUARY 2026:**

<b>Product</b>	<b>Price</b>
Coles Traditional Hot Cross Bun 6pk	\$4.50 each or 2 for \$8
Coles Chocolate Hot Cross Buns 6pk	\$4.50 each or 2 for \$8
Coles Fruit Free Hot Cross Buns 6pk	\$4.50 each or 2 for \$8
Coles Apple and Cinnamon Hot Cross Buns 6pk	\$4.50 each or 2 for \$8
Coles Traditional Mini Fruit Hot Cross Buns 9pk	\$4.50 each or 2 for \$8

**ADDITIONAL COLES BRAND HOT CROSS BUNS AVAILABLE FROM 26 DECEMBER**

<b>Product</b>	<b>Price</b>
Coles Arnott's Iced VoVo Inspired Hot Cross Buns 4pk	\$5.50 each
Coles Finest Luxurious Fruit Hot Cross Buns 4pk	\$5.50 each
Coles Gluten Free Hot Cross Buns 3pk	\$4.50 each or 2 for \$8

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