

Media Release

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COLES SCORES 17 PRODUCT OF THE YEAR WINS WITH TROLLEY FULL OF AWARD-WINNING FAVOURITES

More than 5,000 Australian shoppers have voted in the 2026 Product of the Year awards, recognising 17 Coles Own Brand and exclusive products from across the supermarket aisles as standouts for quality, value and innovation.

Coles achieved wins across multiple categories, including ice cream, ready meals, and health and wellness, while earning five awards across the Coles Finest range.

This success underscores the quality and innovation of the Coles Finest range, which saw an impressive 13.7% sales growth in FY25 - as more Coles customers embrace restaurant-quality products to enjoy at home.

Product of the Year is the world's largest consumer-voted awards program that recognises product innovation and serves as a shortcut for shoppers to help them save time and money when finding the right products.

The full line-up of Coles' 17 award-winning Own Brand and exclusive products includes:

- Coles Finest Parmentier Potatoes 500g (\$5.00)
- Coles Finest Mango Sorbet 500mL (\$7.00)
- Coles Finest French Lemon Meringue Tart 2-pack 195g (\$8.00)
- Coles Kitchen Lemon & Herb Corn Ribs 500g (\$5.00)
- Coles Finest Potato Gnocchi with Cacio e Pepe Sauce 400g (\$9.00)
- Coles Strawberry & Chocolate Milkshake Pops 440mL (\$5.00)
- Coles Finest Chilli Cheddar Cheese Slices 160g (\$6.00)
- Coles Chocolate Layer Cake Made with KitKat Spread 1.2kg (\$35.00) - serves 18 / \$1.95 per serve
- Coles Special Herb'd Mayo 350g (\$3.20)
- Coles Special Chicken Salt 400g (\$4.00)
- Coles Asia Fried Shallots 110g (\$2.80) *(this product may be temporarily unavailable in some stores)*
- Coles Finest Granola Roasted Nut 500g (\$8.50)
- Coles Ultra Tropical Oasis Fabric Conditioner 1L (\$4.00)
- UltraLife Adult Hair Skin Nails Gummies 120pk (\$15.00)
- UltraLife Ashwagandha Tablets 60 Tablets (\$15.00)
- Coles Made Easy Slow Cooked Pork Belly Bites with BBQ Honey 500g (\$15.00)
- Coles Mum's Strawberry Jam 300g (\$4.00) - 50 cents from every jar sold is donated to Hospitals United for Sick Kids, a national alliance of children's hospitals and foundations across Australia

Rolling into the freezer section, a line-up of award-winning favourites include **Coles Finest Gnocchi with Cacio e Pepe Sauce 400g (\$9.00)** for its creamy, peppery, restaurant-quality finish, **Coles Finest Parmentier Potatoes**

500g (\$5.00) with rosemary and thyme crunch, and **Coles Kitchen Lemon & Herb Corn Ribs 500g (\$5.00)** for snackers and side-dish loyalists alike.

The meaty winner, **Coles Made Easy Slow Cooked Pork Belly Bites with BBQ Honey 500g (\$15.00)** delivers tender, smoky-sweet bites which crisp up perfectly in the air fryer, ready in ten minutes and gone in seconds. **Coles Finest Chilli Cheddar Cheese Slices 160g (\$6.00)**, bring bold flavour to any dish.

Over in the pantry, the awards keep stacking up with **Coles Special Herb'd Mayo 350g (\$3.20)** bringing herby zing with tarragon and dill, **Coles Special Chicken Salt (\$4.00)** continues its cult following, and **Coles Asia Fried Shallots 110g (\$2.80)** and **Coles Finest Granola Roasted Nut 500g (\$8.50)** bring texture to stir-fries, salads and slow mornings alike.

Coles' frozen dessert selection is packed with irresistible crowd-pleasers, with **Coles Finest Lemon Meringue Tartlets 195g (\$8.00)** delicately torched with tangy lemon curd and buttery shortbread, **Coles Finest Mango Sorbet 500mL (\$7.00)** smooth and packed with real mango, and the retro **Coles Strawberry & Chocolate Milkshake Pops 400mL (\$5.00)** giving a flavour throwback at just 80 calories each.

Taking the cake, the **Coles Chocolate Layer Cake made with KitKat Spread 1.2kg (\$35.00)** continues to lead the bakery category and fly off shelves, layered with crispy wafer pieces, chocolate flakes and rich sponge.

Topping off this year's trolley in wellness and home care are the **Ultralife Hair Skin Nails Gummies 120pk (\$15.00)**, **Ultralife Ashwagandha 60 Tablets (\$15.00)**, and the **Ultra Tropical Fabric Conditioner 1L (\$4.00)** which leaves laundry smelling like an actual holiday.

Coles General Manager Own Brand, Deb Galle said the supermarket's award wins reinforced Coles' commitment to delivering great value products that resonate with Australian consumers.

"At Coles, our customers are at the heart of everything we do, and we're proud to be recognised by them for the outstanding quality and value of our products – including our award-winning Coles Finest range," she said.

"We are committed to giving Australian families more choice and in the past financial year alone, we've introduced over 1,000 new Own Brand products to our range. Our Own Brand range provides quality and affordable options to help our customers stretch their budgets further.

"Winning 17 awards this year is a testament to the dedication of our passionate team – from our innovative development chefs and product specialists to our hardworking farmers and trusted suppliers - who never stop raising the bar for quality our customers can taste and trust."

Product of the Year Director Sarah Connelly said this year's impressive results highlight Coles' continued leadership in product innovation.

"These wins demonstrate Coles' capacity to meet consumer demand with quality products that stand out across a variety of categories, showing that innovation continues to drive consumer satisfaction," she said.

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