

# Media Release

Tuesday 15 April 2025

## AUSTRALIA VOTES 1 FOR TRADITIONAL FRUIT HOT CROSS BUNS

- Aussies expected to buy 70 million Coles Hot Cross Buns by Easter Sunday
- Victoria's crowned Hot Cross Bun capital, consuming the most buns and claiming top selling store

For high-res images [click here](#)

As Australians prepare to head to the polls, Coles customers have already cast their votes in a different kind of election – picking the best Hot Cross Bun in the country!

In a recent poll run by Coles<sup>1</sup>, shoppers voted for their favourite type of Hot Cross Bun, and with a variety of more than ten flavours to choose from, the results are in, and the nation has spoken.

The survey revealed Aussies are traditionalists at heart, with shoppers crowning **Traditional Fruit** as their favourite Hot Cross Bun flavour, followed closely by **Apple and Cinnamon**, and **Chocolate Chip** in second and third place, respectively.

By the time this Easter season ends, Coles is expecting to sell close to 70 million units of Coles Hot Cross Buns nationally –almost two and a half buns per capita. And in line with the popular vote, Traditional Fruit saw the strongest demand at the checkout as well, with approximately 40 per cent of all Hot Cross Buns sales during this season attributed to those including Fruit (Traditional Fruit 6pk, Traditional Fruit Mini 9pk, and Coles Finest Luxurious Fruit 4pk).

Coles General Manager Commercial, Bakery, Dairy & Frozen, Brad Gorman, believes such a strong response to Hot Cross Buns this season is driven by innovation and quality, with Coles being awarded first place in both "Best Traditional Hot Cross Bun" and "Best Chocolate Hot Cross Bun" categories in a recent blind test conducted by experts of consumer advocacy group CHOICE<sup>2</sup>.

"Over the past years we've surprised customers with exciting new flavours, like our most recent creation with Arnott's – the Wagon Wheel inspired edition and last years' Iced VoVo inspired edition, both of which have seen tremendous success, frequently selling out in stores across the country.

"It's wonderful to see so many people enjoying our wide range, and we are proud to be a part of our customers' Easter celebrations," he said.

### Leading states and stores

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<sup>1</sup> Coles Circle poll between 18 March and 24 March 2025, sample size 3,391 Coles customers across Australia

<sup>2</sup> Which Hot Cross Buns taste best?: CHOICE – March 2025

Victorians will claim the title of Hot Cross Bun capital for another year in 2025, as Coles is expecting the state to consume close to 19 million buns by the end of Easter celebrations. Additionally, Victoria is also the state with the top Hot Cross Bun selling store in Australia, with the Coles Bakery in Waurin Ponds selling close to 24,000 packs in the period.

Coles' Bakery Manager in Waurin Ponds Darcy Wall said the store's busiest day will be Easter Thursday where the team is ready to deliver up to 20,000 individual buns (the most in a single day). He shared the recipe to his team's success during Easter. "Without doubt the secret ingredients to our store's success are care and teamwork. Our bakery team take great pride in delivering high-quality Hot Cross Buns that our customers love. Knowing that our buns are enjoyed by so many people is truly rewarding, and it motivates us to keep baking to the highest standard," he said.

When divided per population by each state in the country, West Australians lead the Hot Cross Buns consumption tally this year, with almost 3.5 buns eaten per person.

- **Western Australia:** 3.4012 buns per person
- **Queensland:** 3.1602 buns per person
- **South Australia and Northern Territory:** 3.1432 buns per person
- **Victoria:** 2.8436 buns per person
- **Tasmania:** 2.6854 buns per person
- **New South Wales and ACT:** 1.7384 buns per person

**Hot Cross Bun top selling stores in Australia, 2025**(see full top 10 stores per state at bottom of this release)

- **Victoria:** Close to 19 million buns expected to be sold by end of this Easter period. Victoria is the nation's top state in Hot Cross Bun consumption. Top three stores include Waurin Ponds, Taylors Hill and Coburg North.
- **Queensland:** Approximately 17 million Hot Cross Buns expected to be sold by end of this Easter period. Top stores include Caboolture North Big Fish, Caloundra and North Lakes.
- **New South Wales (and ACT combined):** Close to 15 million Hot Cross Buns expected to be sold by end of this Easter period. Top stores include Penrith, Broadway and Eastgardens.
- **Western Australia:** Close to 9.5 million Hot Cross Buns expected to be sold by end of this Easter period. Top stores include Victoria Park East, Kalgoorlie and Warwick Grove.
- **South Australia (Northern Territory combined):** 6.5 million Hot Cross Buns expected to be sold by end of Easter celebrations. Top stores include Victor Harbor, Gawler and Mount Barker.
- **Tasmania:** Close to 1.5 million buns expected to be sold by end of this Easter period.

**Coles' range of Hot Cross Buns offering a mouthwatering mix of customer favourites:**

Product
Coles Traditional Fruit Hot Cross Buns 6pk
Coles Choc Chip Hot Cross Buns 6pk
Coles Traditional Mini Fruit Hot Cross Buns 9pk
Coles Apple and Cinnamon Hot Cross Buns 6pk
Coles Fruit Free Hot Cross Buns 6pk
Coles Arnott's Wagon Wheels Inspired Hot Cross Buns 4-pack
Coles I'm Free from Fruit Hot Cross Buns 3pk
Coles I'm Free from Chocolate Hot Cross Buns 3pk

Coles Finest Luxurious Fruit Hot Cross Buns 4pk
Coles Vegemite and Cheese Hot Cross Buns 4pk
Coles Arnott's Iced VoVo Inspired Hot Cross Buns 4pk

**TOP 10 HOT CROSS BUNS SELLING STORES PER STATE – 26 DECEMBER 2024 – 9 APRIL 2025**  
**(Number of packs sold per store)**

Top ten stores in NSW	HXB sold	Top ten stores in Queensland	HXB sold	Top ten stores in South Australia	HXB sold	Top ten stores in Victoria	HXB sold	Top ten stores in WA	HXB sold
Penrith	19581	Caboolture North Big Fish	19053	Victor Harbor	24146	Waurin Ponds	24458	Victoria Park East	19538
Broadway	15812	Caloundra	17527	Gawler	18453	Taylor's Hill	23175	Kalgoorlie	18537
Eastgardens	14976	North Lakes	17341	Mount Barker	18292	Coburg North	19987	Warwick Grove	17173
Hornsby	14912	Gympie	17284	Mt Gambier	17930	Glebe Hill	19254	Melville	16782
Erina	14742	Thornlands	16959	St Agnes	17254	Mildura (Fifteenth St)	17490	Vasse	16455
Green Hills	14513	Carindale Westfield	16947	Greenacres	16387	Sunbury	16924	Geraldton	15293
Jamison	14198	Indooroopilly	15877	Findon	15762	Warragul	16489	Floreat (Coles Local)	14873
Goulburn	14170	Maroochydore	15383	Reynella	15707	Berwick	15971	Pinjarra	14846
Batemans Bay	13706	Noosa	15250	Edwardstown	15137	Meadow Mews	15865	Claremont	14650
Lake Innes	13604	Nambour	15089	Churchill	14930	Airport West	15671	Gateway	14424

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