

Media Release

WEDNESDAY 12 MARCH 2025

COOK, SERVE AND STORE: CURTIS STONE LAUNCHES NEW GLASS CONTAINER RANGE FOR CUSTOMERS TO COLLECT AT COLES

- **Six leakproof glass containers to collect and make food storage easier, PLUS a Manual Vacuum Pump to collect**
- **Customers to earn 'Glass Container Credits' to redeem Curtis Stone Glass Containers for FREE when they spend \$20 or more in one transaction and scan their Flybuys¹**
- **To fast-track collecting credits, customers can earn additional BONUS Glass Container Credits² available on over 1,600 products from 20 participating brands**

Coles is helping make food storage easier by partnering with Michelin-starred chef, restaurateur, author and culinary entrepreneur Curtis Stone to reward customers with a range of leakproof and sealable glass containers for cooking, serving and storing delicious meals at home and on the go.

The exclusive collection features six leakproof glass containers made from durable borosilicate glass designed for easy storage and stacking in the fridge, freezer and pantry – plus a manual vacuum pump that extracts air to create a vacuum seal, adding convenience to weeknight dinners and weekly meal prep.

From Wednesday, 19 March, Coles customers will be able to earn 'Glass Container credits' by scanning or entering their Flybuys when they spend \$20 or more in one transaction, either in-store or online at Coles. Once customers have enough credits, they can redeem their Glass Container in store and online for FREE (excluding the Coles app).

Coles is also offering the popular 'half credits, half pay' option which allows shoppers to redeem their credits in-store or online at Coles (excludes Coles app) using half of the Glass Container Credits and paying half of the retail price. Customers can also choose to purchase the collection at its full retail price at any Coles Supermarket store or online at Coles.

Designed to make storage smarter, the versatile collection of six borosilicate glass containers of different sizes are built to be safely used in ovens³ (containers up to 230 °C and glass jug up to 140°C), microwaves⁴ (up to 1200W) and air fryers⁵ (containers up to 230 °C and glass jug up to 140°C).

¹ Spend \$20 in one transaction in-store or online at Coles and scan your Flybuys to receive one Glass Container credit. Earn credits until 24 June 2025 and redeem credits (excludes Coles app) by 8 July 2025 or while stocks last. Excludes the purchase of Coles Insurance products, Coles Express, DoorDash, UberEats, iTunes cards, gift cards, Mobile and Tech Accessories (inc. plans and recharge), Opal top up, calling cards, charity products, liquor, tobacco, tobacco related product purchases, subscriptions, and delivery fees.

² Get a bonus Glass Container credit when a customer also purchases a selected product from participating brand or product range (on top of \$20 spent in one transaction) at Coles, scan your Flybuys. Limit of one bonus Glass Container credit per brand, per transaction. Exclusions apply. For full terms and conditions visit coles.com.au/curtis-glass-containers-terms

³ Vacuum pump, lids, divider and baskets are not oven safe.

⁴ Vacuum pump, lids, divider, and baskets are not microwave safe. If removed from a freezer, food must be defrosted before the containers can be used in a microwave.

⁵ Vacuum pump, lids, divider and baskets are not air fryer safe.

The leak-proof glass containers, and the leak-proof jug, ideal for sauces and dressings, feature a handy date dial to keep track of stored leftovers. They are also BPA-free, freezer-safe⁶ (to -20°C), and dishwasher-safe (excluding the vacuum pump) for easy cleaning, making them a versatile solution for cooking, serving and storing meals to feed the entire family.

Coles Ambassador and Michelin-starred chef Curtis Stone said he was looking forward to inspiring Aussies to get creative in the kitchen with his new collectable range.

"Busy home cooks need durable storage and cookware, so I'm excited to launch my new glass container collection to provide Coles customers with new ways to cook, serve and store their food," he said.

"The beauty of this collection is its versatility - you can cook, store and serve, all in the same container. So, whether you're batch cooking, prepping ingredients or packing up delicious leftovers, these pieces do it all."

Coles Chief Customer Officer Amanda McVay said Coles was excited to partner with Curtis to provide customers with more value and convenience, after a recent Coles survey revealed household items for food storage remain the most popular to collect⁷.

"We're delighted to team up with Curtis Stone to help customers upgrade their kitchens, make storing meals easier, reducing food prep time and reduce food waste just when our latest customer research⁸ shows that over the past year, more than half of our customers are cooking at home more often, and a third of shoppers are cooking in batches to freeze their meals," she said.

"To help customers get their hands on the range faster, from next Wednesday 19 March until 24 June, we will be offering bonus credits on 1600 products across 20 brands including L'Oreal, Primo, Continental, Air Wick, and over 220 Coles Finest products², and new Flybuys members can enjoy 5 credits⁹ for signing up during this campaign."

Customers can also look forward to recipes and tips from Curtis Stone in the Coles Magazine, online, and in-store, showcasing how to get the most out of the range.

Curtis Stone's Glass Container Collection will be available for redemption or for purchase in store and online (not available to redeem via Coles app) from Wednesday 19 March until Tuesday 8 July or until stocks last - starting from 14 credits for the Manual Vacuum Pump.

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CURTIS STONE GLASS STORAGE COLLECTION: All glass containers, and jug, have an Acrylonitrile Butadiene Styrene (ABS) lid and an integrated month and day dial to keep track of food storage.



Manual vacuum pump, 14 credits: This compact and lightweight pump, made from durable ABS and silicone, allows you to manually extract air to create a vacuum seal with ease (no batteries required).

⁶ Hot glass must not be placed in the freezer or into cold water before it has cooled to room temperature.

⁷ Customer Kitchenware Research (Jan 2025). Coles: Quantilope.

⁸ Coles Circle Cost of Living Survey Jan 2025.

⁹ Five Bonus Credits will be awarded when a new member registers for Flybuys and verifies their email address by 10th June 2025. Offer available once per Flybuys account. Bonus credits will take up to two weeks to be credited after completing registration.



2 x 270ml Mini glass containers pack, 24 credits: This mini 170ml duo is ideal for storing small meals, ingredients, and produce. These containers are suitable to store chopped fruit, berries or nuts for snacks on the go, use them to cook individual desserts, portion up dinner leftovers or even use for storing baby food.



500ml Glass measuring jug with lid, 28 credits: Designed to make preparing, reheating, serving and storing sauces, dressings, gravies (and more) easier. Includes easy-to-read measurements and a convenient spout



690ml Small glass container with basket and lid, 30 credits: Great for serving and storing meals and ingredients. Comes with an integrated lift-out basket to make it easy to drain fruit or veg after washing. It's also great for cooking small portions in the oven or microwave⁵ and to take on the go.



1.1L Medium glass container with lid, 38 credits: Ideal for cooking, serving, and storing meals. This 1.1L container is a great option for brekkies or lunches on the go, such as fruit, bircher muesli, salads or last night's leftovers.



2.3L Large glass container with lid, basket and divider, 56 credits: Optimised for fridge and freezer storage, this container has a removable divider that makes separating and storing produce easier. Oven-safe up to 230°C (without lid, divider or basket).



1.5L + 2.6L Glass cookware 2-pack with lid, 86 credits: Containing a large 2.6L cookware container and a 1.5L container this pack is Ideal for batch cooking. Both containers have handles to make it simple to serve straight from the oven, and they easily nest together (once cooled down to room temperature) for space-saving storage.



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For media enquiries, please contact

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