

Media Release

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TOGETHER TO ZERO: COLES NAMED MOST INNOVATIVE SUPERMARKET AT FINDER AWARDS

Coles' newest innovation store in Moonee Ponds Victoria has won the award for the Most Innovative Supermarket at the Finder Innovation Awards for 2021.

The "Best Supermarket Innovation" award recognises the store has been designed to set a new standard in supermarket sustainability and help Coles create opportunities to reduce its environmental impact into the future.

Some of the unique features of the store include:

- refill stations that dispense laundry soaps, household detergents, bodywash, handwash, shampoo and conditioner;
- produce misting and cold plates that have enabled the removal and reduction of packaging from fresh produce;
- natural refrigerant gas solutions virtually eliminating greenhouse gas emissions; and
- trolley baskets that are made from 90% recycled milk bottles and 10% recycled plastic collected through REDcycle.

Coles Chief Sustainability, Property and Export Officer, Thinus Keeve, said that Coles is committed helping create a better Australia for future generations.

"We're delighted that Coles has been recognised for our commitment to innovation, which is brought to life in our Moonee Ponds sustainability store," Thinus said.

"As one of Australia's largest organisations, we recognise the important role we can play in reducing our environmental impact. By working together with our customers, suppliers, team members and the communities in which we live and work, we can make a real difference".

Finder's senior reviews editor and judge of the Finder Innovation Awards, Chris Jager, said Coles' sustainability store is an excellent example of innovation in the supermarket space.

"Coles' flagship sustainability store at Moonee Ponds features a number of in-store firsts to deliver a better shopping experience in a way that is also good for the environment," Chris said.

"The Finder Innovation Awards exist to recognise brands like Coles that are driving positive change in their industry. This store represents a really nice marriage of innovation and sustainability."

The Moonee Ponds store brings to life Coles' refreshed sustainability strategy built around the focus of "Together to Zero", with in-store initiatives helping to achieve Cole's long-term ambition to together to zero emissions, zero waste and zero hunger.

The store features unique supermarket innovations like living green walls and skylights, with the biophilic design features providing customers and team members a direct connection to nature. The store provides customers with an unrivalled in-store foodie experience to make supermarket shopping healthier and more sustainable.

"Together to Zero" was first unveiled in March, when Coles announced emissions targets including a commitment to be 100% powered by renewable electricity by the end of FY25, and addresses Coles Group's ambition to reduce its impact on the environment.

A number of sustainability initiatives launched at Moonee Ponds have also now been rolled out into Coles Local stores, including refill stations at Coles Local Fitzroy and energy-saving fridge doors at Coles Local York Street and Coles Local Ascot.

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For further information, please contact

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