

Media Release

Wednesday, 27 December 2023

SHOPPERS HELP TO PROVIDE 7.8 MILLION MEALS FOR AUSSIES IN NEED

SecondBite, one of Australia's leading free food rescue charities, will get a much-needed boost to start the new year, with more than \$1.5 million raised by Coles and its customers thanks to the 2023 Coles SecondBite Christmas Appeal.

Coles kickstarted the appeal with a donation for one million meals and customers and team members contributed to the cause through donations and fundraising initiatives at Coles supermarkets, Liquorland, First Choice Liquor Market and Vintage Cellars nationwide.

Shoppers at Coles Broadway in Sydney led the charge, raising \$10,295 just beating Amaroo in the ACT (\$10,043), while stores at Firlie in SA (\$9,079), Braybrook in Victoria (\$7,993) Belmont in Western Australia (\$4,758) and Albany Creek in Queensland (\$4,529) topped their respective states.

Funds raised will help SecondBite to provide the equivalent of 7.8 million meals for Aussies in need through its food rescue operation involving more than 1,000 local charity partners across Australia, like DIVRS, a volunteer-powered community organisation in Melbourne's northern suburbs.

DIVRS Executive Officer Christina DiPierdomenico said SecondBite's free food service is critical to helping share fresh, nutritious food with local residents experiencing food insecurity.

"In the lead up to Christmas, we saw an additional 50 households each week seeking support on top of the 150 households we were supporting already," she said.

"The food donations from SecondBite enable us to provide free food parcels to individuals and families. When we share food we listen to what's happening in people's lives and can offer other wrap around support that reduces people's personal and financial stress. The donations help us to stretch our tight budget a little bit further so we can buy pantry essentials to share with community members."

SecondBite CEO Daniel Moorfield said funds raised will help SecondBite meet the growing demand for food relief in communities across Australia.

"Thank you to Coles and its customers and team members for getting behind the Coles SecondBite Christmas Appeal," he said.

"SecondBite, like many not-for-profits, relies on the generosity of donors like Coles and its customers to operate and help people in need. The funds raised will help SecondBite to meet the growing demands for our services and those of our 1000-plus charity partners across Australia."

Coles Group General Manager, Corporate and Indigenous Affairs Sally Fielke thanked customers for their generous support.

"The way our customers and team members embrace the Coles SecondBite Christmas Appeal every year is amazing and this year was no exception despite the fact that many Aussies are doing it tough themselves," she said.

"Every cent raised by our customers and team members will be passed onto SecondBite so that they can continue their important work of providing free nutritious food to Aussies in need as well as helping to divert food waste from landfill."

In addition to raising funds for SecondBite, Coles also donated 2,000 high quality Aussie made Christmas hams to SecondBite to help charity partners put on a festive lunch for vulnerable community members around the country.

Since 2011, Coles has donated the equivalent of 220 million meals to SecondBite as well as provided funding to support them to reach more communities through initiatives like the Coles Nurture Fund.

In addition to supporting SecondBite, Coles also donated the equivalent of more than 4 million meals to Foodbank in the last financial year.

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