

Media Release

coles | Value the Australian way

1 June 2022

COLES TRIPLE TREAT FLYBUYS POINTS ON THOUSANDS OF ESSENTIALS Prices cut on winter staples, with hundreds of products no more than \$1

As Australians stock up their pantries for winter and spend more time at home, Coles is investing millions of dollars in value for customers, including giving Flybuys members triple points for the first time ever on thousands of Coles brand products.†

Customers will be able to supercharge their Flybuys points balance until June 28 just by looking for the Coles logo on packs when doing their weekly shop. The offer allows Flybuys members to save up more points than ever to redeem at the checkout on future shops, as well as travel, entertainment, technology or gift cards, with many customers saving their points to spend on Christmas food and presents.

With a focus on helping to keep the cost of the weekly shop down, from today Coles customers will see "\$1 or less" aisle ends arrive in stores today, with the price of hundreds of essential everyday items kept to \$1 or less, including Coles Durum Wheat Pasta 500g range still only \$1, Coles 2 Serve Soup Range for \$1, Coles Tuna 85g range for 90c and Coles Canned Italian Tomatoes 400g for 80c.

Coles is working hard to lower the price of items that customers buy the most at this time of year by introducing hundreds of Down Down prices on popular products. The price of Coles RSPCA Chicken Drumsticks large pack has fallen from \$4.50 per kilo to \$4 per kilo, the Coles Kitchen Soup range 300g was \$3 and is now just \$2.50 each and the Danone Ultimate Greek Yoghurt 4 pack range was \$4.50 and is now down to \$3.75.

Meat has become more affordable for customers who want to take advantage of Coles' Mix 'n Save offer where they can buy any two packs of 15 popular cuts for just \$12. The offer includes Coles Original Beef Sausages 550g, Coles RSPCA Chicken Burgers Plain Crumb (400g) and Coles Pork & Beef 3 Star Mince which is perfect to make Australia's family favourite Spaghetti Bolognese on a budget.

Coles Chief Executive, Commercial and Express, Leah Weckert said that Coles is committed to providing customers with the best possible value on the products they need the most at a time when cost of living pressures are on the rise.

"Never before has it been more important for Coles to offer customers value solutions where they can save money across a complete meal for their families and loved ones," Leah said.

"Pasta is the most popular dinner in Australia and chicken is the most popular protein. By keeping

† Offer valid at Coles Supermarkets (excludes Coles Express) between Wednesday 1st and Tuesday 28th June 2022 and on Coles Online orders delivered between Wednesday 1st and Tuesday 28th June 2022. Triple points available on purchases of Coles branded products including packaged fresh fruit and vegetables and packaged meat. Excludes products from the deli and proprietary brands. Triple points equals 1 standard Flybuys point plus 2 bonus points per \$1 spent. Points awarded after savings, discounts and vouchers (excludes all gift cards, iTunes cards, smoking/tobacco products, Coles Best Buy Online Exclusive products, charitable donations, Coles Online delivery fees, Coles Plus subscription fees, eBay and UberEats purchases). Triple points will be applied when you present your Flybuys card in store or enter a Flybuys number online. No minimum spend required. Standard Flybuys Terms and Conditions apply visit flybuys.com.au

our Coles pasta range at a dollar and cutting the cost of Coles RSPCA Chicken Drumsticks and other winter staples like soups, Coles Bacon and High Fibre Bread, we are helping Australians save money on their regular purchases to deliver even better value at a time they need it most."

"As well as lowering prices, we are significantly increasing the value we offer through Flybuys by tripling the number of points they receive when they purchase thousands of quality Coles brand products."

How Coles is delivering value to Aussie shoppers

Coles' key focus is on keeping the cost of the family shop down and delivering great value to customers:

- In the March quarter, Coles placed more than 530 new products on everyday low prices in the quarter, 31% more than in the prior corresponding period.
- More than 1,500 products have remained at the same 'Down Down' and everyday low pricing for more than 12 months.
- Customers can also save by shopping our specials, which are sent directly to our Coles Online customers and Flybuys members as My Weekly Specials.

Example of products for a \$1 or less

\$1 PRODUCTS OR LESS	Price
Coles Durum Wheat Pasta Spaghetti 500g	\$1.00
Coles Tuna Chunks in Springwater 95g	\$0.90
Coles Italian Diced Tomatoes 400g	\$0.80
Coles Chicken Corn with Croutons Soup Serves 2 60g	\$1.00
Coles Chick Peas 420g	\$0.80
Coles Baked Beans	\$0.65
Coles Cake Mix Vanilla 340 Gram	\$0.75
Coles Aspirin Tablets 300mg 24 Pack	\$0.95
Coles Rice Crackers 100g	\$0.90

Products reduced in price from May 11 to June 1

DOWN DOWNS	WAS	NOW	SAVING
Coles RSPCA Chicken Drumsticks Large Pack	\$4.50	\$4.00	11%
Coles Kitchen Beef Vegetable And Barley Soup 300g	\$3.00	\$2.50	16%
Darrell Lea Plain Milk Chocolate Block 170g	\$5.00	\$3.00	40%
McCain Lil Pizzas 4pk Ham & Pineapple 400g	\$7.00	\$5.50	21%
Coles Bacon Shortcut Rindless 200g	\$6.00	\$5.00	16%
Viva White Paper Towels 3pk	\$5.50	\$4.50	18%
Zafarelli Penne Pasta 500g	\$2.00	\$1.85	7%

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