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COLES HELPS AUSSIES DECIDE 'WHAT'S FOR DINNER' ON A BUDGET *20 new quick and easy meal solutions starting from \$4 per serve, for four people*

With an increasing number of Australians looking for delicious dinners at home on a budget, Coles has given its 'What's for Dinner' meal solutions a major makeover, launching new fresh and easy recipes starting at \$4 per serve, for four people.

'What's for Dinner' is aimed at helping customers get quick, easy and delicious food on the table in 30 minutes or less, using no more than five ingredients.

With many customers looking for ways to stretch their family budget, Coles has chosen ingredients for the latest part of the campaign with an eye on value – resulting in all of the 20 new recipes costing between just \$4 and \$9 per serve.

The meals contain a selection of fresh ingredients including Coles Australian No Added Hormones Beef Rump Steak & Beef Mince, Coles Free Range RSPCA Approved Chicken Breast Fillets, Responsibly Sourced Coles Fresh Tasmanian Salmon and lots of Aussie fresh vegetables.

Coles Chief Marketing Officer Lisa Ronson said inspiring customers to create great value meals for their families with fresh quality ingredients was part of Coles' commitment to helping all Australians live healthier, happier lives.

"We have conducted a study into the mealtime habits of Australians during COVID-19 to really understand how we can help them during this increasingly stressful time when they are spending more time at home with loved ones," Lisa said.

The study of more than 3,000 Coles customers found that during the recent COVID-19 pandemic, more Australians have been cooking and eating dinner at home, with 600,000 extra dinners being made at home each day than prior to the pandemic.

Coles then trialled the What's for Dinner recipes with over 4,000 customers to ensure the recipes and ingredients hit the spot with Aussie families cooking at home.

"We are committed to creating meal solutions that inspire our customers and are based on their current needs in the kitchen. We know that our customers are looking for great value more than ever before and they are spending more time at home preparing meals," Lisa said.

"This What's for Dinner campaign reflects the needs of our customers and provides them with tools to plan healthy meals across the week, using quality ingredients that are affordable too."

There are 20 recipes included in the What's for Dinner meal plans including:

- [Cheat's Chickpea Korma Curry](#): Serves four, needs five ingredients and 25 minutes to cook and is \$4 a serve.
- [15 min Turkey San Choy Bow](#): Serves four, needs five ingredients and 15 minutes to cook and is \$5 a serve.
- [Fast Beef Tacos](#): Serves four, needs five ingredients and 20 minutes to cook and is \$4 a serve.
- [Satay Chicken Stir-Fry](#): Serves four, needs four ingredients and 20 minutes to cook and is \$5 a serve.



To help customers plan their week's dinners they can find all What's for Dinner recipes at www.coles.com.au, in the Coles magazine and weekly catalogues.

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