

# Media Release

**coles** | Value the Australian way

**Monday, 1 November 2021**

## **COLES BRINGS HOME THE BACON AS THE MOST-AWARDED RETAILER AT PRODUCT OF THE YEAR AWARDS**

*Coles' convenience meals, coffee and Aussie meats voted among the best in Australia*

Thousands of Australians have voted eleven Coles exclusive and Own Brand products from across the supermarket aisles as winners at the prestigious 2022 Product of the Year awards.

Coles collected awards across eleven categories including fresh meat, coffee and pet food, taking out more categories than any other retailer for the second year running.

The award-winners included a number of Australian-made and locally sourced products. The Coles Australian Made Streaky Bacon 200g pack, gluten-free and made with Australian sow-stall free pork, smoked the competition to win the Smallgoods prize, while the Coles Finest Angus Beef Herbs & Spices Sausages 500g pack, made with no added hormone Australian Angus Beef and containing no artificial colours, flavours or gluten also took out top honours for Sausages.

With Australians increasingly looking to spend less time in the kitchen without compromising on balanced, nutritious meal options, Coles also swept up awards for a number of fuss-free, feel-good food products, including the Coles Made Easy Slow Cooked Pork & Beef Meatballs in tomato sauce 800g pack that's free of artificial colours and flavours, oven-ready and on your table in 25 minutes.

Coles Kitchen Green Goddess Salad Kit and the Coles PerForm Open Chicken Fajita 330g frozen meal also gained top-shelf status. Approved by certified nutritionists and aimed at people with an active lifestyle, the Coles PerForm Open Chicken Fajita is delicious, convenient and microwave ready in just 6 minutes. Plus, for customers on the go, the Coles Express Beef Pie 175g took out the Hot Food to Go category. Made with 100% Australian beef with no added hormones, mixed in a rich gravy and encased in premium golden puff pastry, the Beef Pie is perfect for lunch or a snack on the move.

The accolades for balanced, nutritious meals don't just stop with humans – Coles' exclusive Elevate Adult Dry Cat Food Seafood & Rice with Sweet Potato 800g won in its category, having already won fans among customers who want premium, pet-nutritionist formulated and affordable food for their fur babies.

In a result that will not surprise the millions of Australians for whom they have been a firm favourite for years, Coles Ultimate 40% Triple Chocolate Cookies 400g pack also won the top spot in the indulgent snack (cookies) category.

Coffee lovers around the country have awarded Coles' Melbourne-roasted gourmet coffee brand DALEY ST for its Dark Ground Coffee — DALEY ST's second win in a row — and, adding yet another award to its slew of accolades, Urban Coffee Culture coffee, exclusive to Coles Express, has taken out the ready to drink coffee category, bolstering its status as the most decorated coffee in the Petrol and Convenience market.

Coles Chief Executive Commercial and Express Greg Davis said that Coles has worked hard to inspire customers with innovative exclusive products to help Aussies live happier, healthier lives.

"Our product development teams work closely with some of Australia's best producers to deliver Coles exclusive and Own Brand products that provide the best quality and best value meal solutions, which is why we're delighted that Australians have recognised a variety of our products as the best in the country," Greg said.

"Our customers are our focus, and we will continue to listen to them to drive innovation and develop products our customers will love.

"As we see a rise in demand for more affordable, premium, locally sourced products which are conveniently available on supermarket shelves, we're proud that we have a trolley full of award-winning products that meet our customers' needs."

Product of the Year is one of Australia's largest independent consumer surveys, involving over 5,000 consumers annually. A jury panel tests each product to ensure they meet the entry criteria before consumers are asked to vote for category winners.

Product of the Year Director Sarah Connelly says the 2022 winners reflect Australian consumers' interest in searching for affordable, convenient, and healthy food products at the supermarket.

"We're happy to see an increase in convenient meal solutions as traditional cooking trends shift post-pandemic. It's pleasing to see that these products are becoming more health-focused and affordable," Sarah said.

The complete list of the eleven exclusive, award-winning products at Coles and Coles Express are:

- **Coles Finest Angus Beef Herbs & Spices Sausages 500g:** A traditional flavour that is hard to beat, Coles Finest Angus Beef, Herbs & Spices Sausages are perfectly seasoned and made from ground, no added hormone Australian Angus Beef. Beautifully crafted with sage, sea salt and black pepper for a delicate aromatic finish. These sausages are gluten free and made with no artificial colours or flavours, the perfect addition to your next family BBQ, and sure to impress!
- **Coles Australian Streaky Bacon 200g:** Our Aussie farmers work closely with Coles to bring Coles Australian Streaky Bacon, made with Australian pork and gluten free. This Mountain Ash smoked rindless streaky bacon is made with sow-stall free pork.
- **Coles Made Easy Slow Cooked Pork & Beef Meatballs in Tomato Sauce 800g:** The Coles Made Easy range takes the fuss out of preparing dinner and helps to get a delicious meal on the table for the whole family to enjoy with ease. Coles Made Easy Slow Cooked Pork & Beef Meatballs in Tomato Sauce are ready in 25 minutes and made using sow-stall free pork, no added hormone beef and no artificial colours or flavours.
- **Coles Kitchen Green Goddess Salad Kit 350g:** Inspired by authentic recipes and using carefully selected ingredients, the Coles Kitchen fresh convenience range offers you great-tasting food that's ready when you are. The Coles Kitchen Green Goddess Salad Kit is a green and leafy blend of lettuce, cabbage, zucchini, mizuna, broccoli, celery, and shallots, with flaked almonds and a creamy herb tarragon dressing. Washed and ready to eat, serve as a side, or make it your own by pairing perfectly with roast chicken.

- **Coles PerForm Open Chicken Fajita Frozen Meal 300g:** Fuel your fitness goals with Coles PerForm. The range of Lean, Build or Balanced frozen performance meals are designed to help achieve health and fitness goals, are approved by certified nutritionists, have tailored macronutrients and are microwave ready in 6 minutes. The Lean Open Chicken Fajita meal is delicious and convenient, served with capsicum, corn and onion, with 32.7g protein and only 300 calories per serve.
- **DALEY ST Dark Ground Coffee 200g:** In the heart of inner-city Preston, Coles has passionately blended and roasted a sustainable, specialty coffee. Made with quality Brazilian, Honduran & Ethiopian Arabica beans, DALEY ST is ready for customers to savour at home. Best served with milk, the Dark Roast Ground beans deliver notes of cocoa, blackcurrant, and clove.
- **Coles Ultimate 40% Triple Chocolate Chip Cookies 400g:** Coles Ultimate 40% Triple Chocolate Chip Cookies 400g pack are an indulgent treat. The delicious, crunchy, chocolate cookies are packed with real dark, milk, and white chocolate chips. Perfect for any cookie lover!
- **Elevate Adult Dry Cat Food Seafood & Rice with Sweet Potato 800g:** Elevate is formulated with pet nutritionists to ensure pets have a balanced diet, complete with the vitamins, minerals and amino acids they need to perform at their peak. The Seafood & Rice with Sweet Potato recipe is made with real seafood, no artificial colours, flavours or preservatives and suitable for all cat breeds. Also enriched with taurine to help maintain eye and digestive health, active ingredients to help reduce tartar and improve oral health and antioxidants to promote cell health and strengthen immunity.
- **NRG Super Alkaline AAA 24 Pack:** Power up with the NRG battery range, Super Alkaline AAA 24 Pack. Performance promise guarantees durability and long-lasting power to keep devices working.
- **Coles Urban Coffee Culture Coffee, exclusive blend for Coles Express:** Coles Urban Coffee Culture at Coles Express provides café quality coffee for people on the go. Our exclusive three-bean Arabica blend is from Rainforest Alliance Certified™ farms, ensuring the best, premium quality beans are picked then batch roasted in Melbourne, giving a rich aromatic blend with notes of toffee, chocolate, and nuts.
- **Coles Express Beef Pie 175g:** The Coles Express Beef Pie is an Aussie classic, made from quality 100% Australian beef with No Added Hormones, mixed in a rich gravy and encased in premium golden puff pastry. It's delicious for lunch or a snack on the go.

-ends-

**For further information, please contact**

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