

Media Release

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Friday, 1 December 2023

MATT PRESTON LAUNCHES COLES CHRISTMAS APPEAL TO HELP NATIONAL FOOD RESCUE CHARITY SECONDBITE

Coles today launched its 2023 Christmas Appeal for SecondBite, one of Australia's leading food rescue organisations, to raise funds and awareness for the millions of Australians who are experiencing food insecurity.

Food writer and TV personality Matt Preston hosted food relief staff and volunteers for a festive breakfast in Melbourne today to launch the appeal, and to thank them for their dedication to helping feed vulnerable Aussies in their local communities throughout 2023.

Shoppers can support the Coles SecondBite Christmas Appeal by purchasing a \$2 donation card or by making a donation of their choice at a Coles supermarket checkout until Christmas Eve or at a Liquorland, First Choice Liquor Market or Vintage Cellars store until December 5.

Funds raised will enable SecondBite to continue their invaluable work of feeding people in need by rescuing unsold edible food from retailers, suppliers, farmers and markets and redistributing it to more than 1,000 community food relief partners across Australia.

In addition to raising funds for SecondBite, Coles will also donate 2,000 Christmas hams to SecondBite to help charity partners put on a festive lunch for vulnerable community members around the country, with Cadbury Australia also lending support by donating one million meals to SecondBite to help Australians in need this Christmas.

Matt Preston, who is a proud ambassador for SecondBite, said every dollar raised will help make a difference.

"We know that many Aussies are doing it tough this Christmas but we hope that those who are in a position to give, can support the SecondBite through the Coles Christmas Appeal. Each \$2 donation card purchased will enable SecondBite to provide the equivalent of up to ten meals to someone in need this Christmas," he said.

"I'm extremely passionate about SecondBite because their work is more than just about feeding empty stomachs. It's about reducing food waste and bringing people together through food, and there's never a better time to bring people together than during the Christmas holidays."

Coles Chief Operations and Sustainability Officer Matt Swindells said Coles was proud to be raising funds for SecondBite this Christmas.

“Coles’ annual Christmas Appeal raises vital funds for SecondBite so that they can continue to meet the demands of its food relief partners in communities throughout Australia,” he said.

“Funds raised will help SecondBite to put delivery vans on the road, provide refrigeration at its warehouses for meat and vegetables and enable its dedicated team of staff, volunteers and community partners to help vulnerable Aussies this Christmas and beyond.”

“Coles is also delighted to donate 2,000 Christmas hams to SecondBite to help spread festive cheer to local community partners hosting a Christmas function this year.”

Since Coles and SecondBite kicked off their partnership in 2011, Coles has donated the equivalent of more than 220 million meals to SecondBite, with 35 million of those being provided in the last year. Additionally, Coles, together with customers, suppliers and team members have raised more than \$37 million over 12 years for SecondBite to help feed vulnerable Australians.

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For further information, please contact

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