

# Media Release

**coles** | Value the Australian way

2 February 2022

## **COLES HELPS AUSSIES SOLVE THE WHAT'S FOR DINNER DILEMMA WITH EASY AND AFFORDABLE MEAL SOLUTIONS**

***20 all-new meal solutions as customers prioritise food without the fuss this summer.***

Coles has the \$5 answer to the million-dollar question around dinnertime this season, relaunching its popular "What's for Dinner" campaign with all-new quick and easy dinner recipes starting from just \$5 per serve.

With a Coles survey<sup>1</sup> revealing that between 55 to 60 per cent of customers rate "make it easy" as their key need during dinner time, and 62% of customers think about dinner preparations on the day, Coles is continuing to help customers get quick, easy, and delicious food on the table in a flash, with all What's for Dinner recipes taking 30 minutes or less to cook and using no more than five ingredients.

At a time where customers are looking for ways to get savvy with their spending, The What's for Dinner meal plans continue to provide value – all 20 of the new recipes cost between \$5 to \$8 per serve to feed a family of four – using simple ingredients including healthy fresh foods and convenience buys.

100% Australian meats including Coles Lamb Mince, Coles RSPCA Approved Chicken Breast Fillets and Coles Australian No Added Hormones Beef Sizzle Steak are just some of the quality fresh ingredients customers can find on their dinner plates with Coles.

Coles has also taken the guesswork out of selecting a summer sip to match with Friday dinners thanks to its clever liquor pairings for the What's for Dinner recipe selection, featured in the Coles catalogue, Coles Magazine, and at Coles Online.

Every Friday for the first month of the campaign, customers can enjoy quality beverage pairings carefully chosen to work with the flavours of the What's for Dinner recipes, like a bottled brew to enjoy with the Steak Sandwich with Beetslaw and Camembert, or a summery sauvignon blanc to enhance the flavours of the Asian-style Schnitzel Burgers.

Customers can watch the campaign come to life thanks to Coles' new content creator series. Produced by Melbourne-based creative agency Tiny Disco, Coles partners including Rebecca Harding, Flex Mami, Jeff Van De Zandt and Coles Ambassador Brent Draper showcase just how easy and delicious the What's for Dinner recipes are through engaging, easy to follow social videos. Customers will also be inspired through TVCs and radio advertising produced by marketing communications agency Big Red, and in-store recipe cards.

Coles Chief Marketing Officer Lisa Ronson said making life easier for customers by providing solutions to help feed their families using fresh, quality ingredients is part of Coles' commitment to helping all Australians live healthier, happier lives.

"We know that as we progress into the new year and there is a renewed focus on the household

budget and back to school and work, our customers are looking for great value and they are prioritising meals that are quick and easy to make.”

“Our latest 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. With 20 new recipes and over 100 What's for Dinner recipes all available and shoppable in store and at Coles Online, we're providing customers with more choice than ever before.”

The 20 new recipes are included in this month's Coles magazine providing 5-day meal planners for four weeks. Customers can look out for take-home recipe cards in their local store as well as shop all What's for Dinner recipes online at Coles Online, with Click&Collect and home delivery options available.

The 20 new recipes featured in the What's for Dinner meal plans include:

<b>Easy Lamb Koftas</b>	Coles Lamb Mince 500g
	Table Of Plenty Dukkah Pistachio Spice Mix 45g
	Coles Grape Perino Tomatoes x1 punnet
	Coles Soft Wholemeal & Wholegrain Wraps 8 pack
	Coles Dairy Tzatziki Dip 200g
<b>30 mins</b>	<b>Total: \$5 per serve</b>

<b>Quick Chicken &amp; Noodle Salad</b>	Coles RSPCA Approved Chicken Breast Fillets Small Pack
	MasterFoods Thai Seasoning 80g
	Coles Asia Vermicelli Rice Noodles 340g
	Coles Kitchen Family Coleslaw Family Kit 520g
	Beerenburg Mango Lime Chilli Dressing 300mL
<b>20 mins</b>	<b>Total: \$5.50 per serve</b>

<b>Steak Sandwich with Beetslaw &amp; Camembert</b>	Coles Bakery Rustic Rolls
	Coles Dairy Cheese Camembert Wrapped 125g
	Coles Australian Beef Sizzle Steak 400g
	Coles Garlic Aioli 350g
	Coles Kitchen Beetroot Slaw 200g
<b>25 mins</b>	<b>Total: \$5.50 per serve</b>

<b>Simple Zucchini Spaghetti &amp; Meatballs</b>	Coles Classic Beef & Pork Meatballs 560g
	Coles Green Zucchini (2 Large Zucchini = 400g)
	Coles Cherry Field Tomatoes Prepacked 250g (500g required x2)
	Coles Tomato Pesto 190g
	Coles Grated Parmesan Cheese 100g
<b>30 mins</b>	<b>Total: \$5.50 per serve</b>

## **Coles campaign credits**

CMO:	Lisa Ronson
Social Media Manager:	Bridie McKenna Parry
Senior Marketing Managers:	Stephanie Oh, Renee Barton, Alexandra Piercy
Marketing Manager:	Brinley Ryder
Digital Marketing Specialist:	Elle Gardiner

## **Agency credits**

Social media content creation:	Tiny Disco Melbourne
TVC, radio and digital advertising creation:	Big Red

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### **For further information, please contact:**

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