

# Media Release

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## THE SECRET IS OUT: COLES AND ARNOTT'S TEAM UP TO CREATE ICONIC HOT CROSS BUN FLAVOURS

**Cherished Aussie biscuits reimaged in limited-edition Iced VoVo and Pizza Shapes inspired sweet and savoury buns**

In an Aussie first, **Coles** has partnered with biscuit experts **Arnott's** to spice up the supermarket's award-winning Own Brand hot cross buns this Easter with the launch of two new, limited-edition, mouth-watering flavours — **Coles Arnott's Iced VoVo Inspired Hot Cross Buns** and **Coles Arnott's Pizza Shapes Inspired Hot Cross Buns**, available in stores nationwide from Monday 5 February.

For those with a sweet tooth, Coles Arnott's Iced VoVo Inspired Hot Cross Buns are a tasty treat, inspired by the flavours of the iconic Iced VoVo biscuit, with raspberry fudge, jellies and white chocolate, and finished with a sprinkle of desiccated coconut. Best eaten fresh, served warm with butter or toasted and filled with iced cream for an epic ice-cream sandwich.

Coles Arnott's Pizza Shapes Inspired Hot Cross Buns are a savoury sensation, infused with seasonings inspired by Pizza Shapes, featuring parmesan and cheddar cheese and topped with "*flavour you can see*". Best eaten fresh, or as an indulgent cheese toastie filled with Pizza Shapes for extra crunch.

Thanks to Coles' talented Own Brand development team, these classic buns are a true match made in heaven, having spent months fine-tuning and taste-testing this destined duo, ensuring the flavours leave a lasting impression with fans of Arnott's much-loved biscuits.

Coles General Manager of Bakery, Kate Roff, said the supermarket was thrilled to partner with Arnott's to create the perfect Aussie pairing.

"Our limited-edition hot cross bun range is a wonderful example of when innovation meets quality, and we take great pride in offering our customers new and exciting products that also bring about a sense of nostalgia, which is synonymous with the Arnott's brand," she said.

"We continue to be overwhelmed with the popularity of our other bespoke buns, and we anticipate this new range will be no different. Pizza Shapes and Iced VoVo are family household favourites, and customers will be surprised and delighted by how similar the flavours are when they try the irresistible Easter treats."

The limited-edition buns are the latest to roll out of the Coles Bakery following the success of flavour mash-ups including fellow Aussie icon VEGEMITE Hot Cross Buns and previous flavour creations including Red Velvet Hot Cross Buns and Burger Sauce and Carrot Cake Hot Cross Buns.

Ranita Cowled, Business Director at The Arnott's Group, said: "Our aim in any new collaboration is continuing to create delicious moments for our consumers, whilst always offering the great tasting flavours Arnott's is known for. This new Hot Cross Bun range from Coles inspired by Arnott's Pizza Shapes and Iced VoVo biscuits is the perfect addition to your morning or as an afternoon treat, which the whole family can enjoy."

Coles Arnott's Inspired Iced VoVo Hot Cross Buns and Coles Arnott's Pizza Shapes Inspired Hot Cross Buns are \$5 for a 4-pack and join the classic range of buns including Coles' Canstar Blue award-winning traditional fruit, chocolate, apple and cinnamon and fruit-free hot cross buns, as well as gluten-free traditional and chocolate varieties.

**Let your imagination run wild with Coles' limited-edition hot cross bun range this Easter**

**Coles Arnott's Iced VoVo Inspired Hot Cross Buns serving suggestions:**

- Eat fresh as a tasty treat or pop in the microwave for 20 seconds and serve with butter.
- Serve toasted and filled with ice cream for an epic ice-cream sandwich.
- Fill with creme, raspberries and toasted coconut or meringue kisses for extra crunch.
- Serve toasted with gooey scorched marshmallows and white chocolate to build your own Iced VoVo inspired S'more.

Product	Price
Coles Arnott's Iced VoVo Inspired Hot Cross Buns 4-pack	\$5

**Coles Arnott's Pizza Shapes Inspired Hot Cross Buns serving suggestions:**

- Best eaten fresh as a tasty treat or pop in the toaster or microwave for 20 seconds and serve with butter.
- Serve as a hot cross bun sandwich with your favourite fillings.
- Create a cheese toastie or a chicken parma schnitzel roll.
- Hot tip: Add Pizza Shapes biscuits for extra crunch.

Product	Price
Coles Arnott's Pizza Shapes Inspired Hot Cross Buns 4-pack	\$5

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