

Media Release

colesgroup

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COLES THE FIRST MAJOR AUSTRALIAN SUPERMARKET TO TAKE TO THE SKIES LAUNCHING GROCERY DRONE DELIVERY SERVICE

Coles will be Australia's first major supermarket to offer drone delivery for more than 250 of our most popular grocery items making it faster and easier for customers to get what they need.

Partnering with global on-demand drone delivery service, Wing, customers in Canberra¹ will be the first to pilot this exciting new technology, with delivery in minutes².

The drone delivery pilot will offer a selected range of items³ including bread, fresh produce, snacks, convenience meals, health care items, kitchen essentials and even toilet paper. There is no minimum spend and no delivery fee⁴.

Customers simply order via the Wing app and upon arrival, the drone hovers in the air and slowly lowers the package to the ground at the customer's delivery location for a contactless delivery.

Coles Chief Executive eCommerce Ben Hassing said drone delivery was the next evolution in delivery technology and will support Coles' ambition to be Australia's most sustainable supermarket by reducing the number of trucks on the road.

"We are passionate about finding innovative ways to help our customers to shop with us and we aim to deliver anytime, anywhere, anyhow shopping," Mr Hassing said.

"By partnering with Wing, we're able to offer our online customers another convenient option to purchase the Coles items they know and love and get them delivered straight to their door."

Simon Rossi, General Manager, Wing, Australia, said, "We're delighted to be teaming up with Coles, one of Australia's leading retailers, to expand their delivery options for customers by taking to the skies of Canberra."

"Whether you've run out of milk and eggs for breakfast, forgotten to pick up a loaf of bread for school lunches, or are just after a fresh 'grab and go' snack, customers in our delivery service area in Canberra can now get those urgent items they need in a hurry, delivered by drone.

"In the last year we've seen a significant increase in use of our on-demand drone delivery service, with many customers finding the service especially useful as they stayed home, and relied on our contactless delivery service to deliver the items they needed. Wing made more than 100,000 deliveries in Australia in 2021, and strong demand for drone delivery has continued in 2022. Wing has already made more than 30,000 deliveries in Australia this year."

Wing operates 8am to 4.30pm on weekdays and Saturday and 9am to 4pm on Sundays. Customers can place a delivery during this time via the Wing app available to download on the App Store or Google Play.

¹ The drone delivery pilot will be available in the following ACT suburbs: Crace (2911), Palmerston (2913), Franklin (2913), Harrison (2914), Mitchell (2911), Giralang (2617), and Kaleen (2617). Note: not all addresses within these suburbs will be eligible for delivery. Enter your address in the Wing app to see if drone delivery is available in your location.

² While most deliveries typically take about 10 minutes or less, delivery time may vary.

³ Not all products available in store are available on the Wing drone delivery service. Customers are encouraged to check the Wing app for a complete list of items available for delivery.

⁴ Minimum spend and delivery fees are subject to change.

COLES ONLINE INSPIRING CUSTOMERS

The announcement is the latest in a series of initiatives through which Coles Online is driving growth and customer loyalty:

- Coles [launches Click&Collect Rapid](#), 90-minute pick up offer available in more than 400 stores nationally
- Coles launches [Coles Plus, a new subscription-based service](#) that rewards members while saving them time and money on their weekly shop
- Check out on Coles Online [now even easier with flypay](#), customers can now pay for groceries using Flybuys points

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