

3 April 2020

COLES PUTS PRICE OF MINCE ON THE CHOPPING BLOCK *Australians to save on selected mince packs for limited time only*

Coles has slashed the price of selected beef mince by 20 per cent for a limited time only, helping to lower the cost of the household staple at a time when many Australian families are doing it tough.

Until Tuesday 7 April, customers can feed the family for less with Coles 3 Star Regular Beef Mince 500g down to \$4.80 and 1kg down to just \$8.80, and Coles 4 Star Lean Beef Mince 500g down to \$6.00 and 800g down to \$8.80.

Coles Meat General Manager Charlotte Gilbert said Coles is committed to helping lower the cost of dinner by offering great value on quality Australian meat.

“Our 3 star regular beef mince continues to be the most popular beef product in our customers’ shopping baskets. It’s a much-loved Aussie staple and one of the most versatile products on the menu so we’ve made a significant investment in lowering the price to help make a difference to the cost of dinner,” she said.

“We have seen demand for meat increase astronomically as customers need to cook at home more often, with over 5 million packs sold over the past four weeks. We have worked with our dedicated farmers to pull out all the stops to increase supply and offer great value to customers at this challenging time.

“We know many Australians are doing it tough now, and to support those in need we have also donated more than \$650,000 of Coles beef mince to food rescue organisations SecondBite and Foodbank who are providing essential meals to the most vulnerable in our communities.”

Over the past four weeks Coles has doubled the volume of beef it purchases from suppliers, a task made easier thanks to long-standing relationships with farmers like Mark Ritchie and Hugh Cameron in Victoria, Michael Crowe in New South Wales and Phil Reid in Queensland.

The added supply has allowed Coles to remove purchase limits on all meat products in our supermarkets, making it easier for customers to buy the meat they need to feed their family.

Coles remains the only national supermarket to guarantee that all the fresh beef we sell is 100% Australian with no added hormones.

The following mince products are on special in all states (excluding WA) until Tuesday 7 April:

PRODUCT	REGULAR RRP	SPECIAL PRICE
Coles Beef 3 Star Regular Mince 500g	\$6.00	\$4.80
Coles Beef 4 Star Lean Mince 500g	\$7.50	\$6.00
Coles Beef 3 Star Regular Mince 1kg	\$11.00	\$8.80
Coles Beef 4 Star Lean Mince 800g	\$11.00	\$8.80

For further information, please contact: Coles Media Line (03) 9829 5250 or media.relations@coles.com.au