

Media Release

Wednesday 3 April 2024

COLES HELPS BUDGETS GO FURTHER WITH MORE THAN 500 PRODUCTS ON DOWN DOWN THIS APRIL

- Latest Great Value, Hands Down campaign lowers the price of 300 Autumn Essentials for three months from today
 - Family favourite Coles Australian Lamb Shanks down from \$9.50/kg to \$8.50/kg
- Down Down prices are in addition to thousands of weekly specials to help customers save

Coles is helping customers stretch their budgets further through the cooler months, today announcing it is lowering the price of more than 300 products in store and online until June 25¹, including a range of hearty dinner time favourites and pantry staples from popular brands.

The new price reductions provide additional savings to customers across the store, with the supermarket now offering more than 500 products in total on Down Down pricing throughout April. Customers can save across household essentials while exclusive to Coles Aussie-grown Modi apples are today down to \$3.90 from \$4.50.²

A recent survey of more than 7,000 Coles customers revealed that 61% have been cooking more at home over the past 12 months³ and meat cuts perfect for slow cooking have been lowered in price including family classic **Coles Australian Lamb Shanks 2 Pack** reduced to \$8.50/kg from \$9.50/kg, and **Coles Australian No Added Hormones Beef Oyster Blade Steak 500g** down to \$11 from \$13.

With 85% of customers surveyed saying they freeze some of the meat they buy from the supermarket and over 1 in 4 (26%) freezing every meat product they purchase⁴, Aussies can take advantage of savings this April to create comforting meals to feed the family throughout Autumn.

Customers can find great value on **Coles Australian Lamb Boneless Shoulder Roast** down to \$15/kg from \$17/kg, **Coles Australian No Added Hormones Beef Stir Fry 500g pack** down to \$10 from \$12, **Coles Australian Pork Cutlets** down to \$18/kg from \$21/kg, and for an easy dinner - **Coles Free Range RSPCA Approved Chicken Mango & Coconut** down to \$13.50/kg from \$15/kg.

Coles Chief Commercial Officer, Anna Croft said the supermarket was committed to providing Australian households with value throughout the cooler months to help them save on their weekly shop.

"We know our customers are feeling pressure with the cost of living, which is why we're continuing to invest in providing value to help grocery budgets go further," Anna said.

"Autumn comes with the comforts of home cooking and to help households save money and cook hearty meals we've lowered the price of a range of popular meat cuts for next three months including our much-

¹ 300+ products Down Down from Wednesday 3 April until Tuesday 25 June

² Modi Apples \$3.90 from Wednesday 3 April until Tuesday 25 June (excludes WA)

³ Source: Coles Cost of Living Survey. 23 Jan 2024 – 29 Jan 2024 n= 7,341

⁴ Source: Coles Circle Survey. 18-Jan to 25-Jan-2024 n=7,968

loved lamb shanks, perfect for the colder weather.”

“We've also reduced the price on a wide selection of household staples including coffee, laundry liquid and canned vegetables to help customers save while stocking up, having more than 500 products on Down Down pricing throughout April in addition to our weekly specials across the store.”

Customers can serve hearty dinners with a side of Coles Kitchen Creme Royale Potato Mash 350g down to \$4.75 from \$5.50 or McCain Delish Potato Gratin 400g down to \$6 from \$8.60. Savings extend to pantry essentials including Gravox Traditional Family Pack Gravy Pouch 250g down to \$3.60 from \$4, Heinz Soup Tomato Big Red 420g down to \$2 from \$2.50 and Ardmona Crushed Tomatoes 410g or Diced Tomatoes 400g down to \$1.60 from \$2.10.

Those with a sweet tooth can save on after dinner treats from Nannas including a 4 pack of Frozen Apple or BlackBerry Apple Snack Pies 450g or 600g Frozen Family Apple Pie all down to \$4 from \$5, while celebration ready Coles Bakery Chocolate and Caramel Mud Cake varieties are down to \$5.75 from \$6.40.

In addition to April's Down Down prices, customers can take advantage of thousands of weekly specials including great value prices starting today on **Coles Australian Pork Sirloin Steak 500g** (available in VIC, SA, TAS until Tuesday 30 April) down to \$8 from \$11.50 and **Coles Australian No Added Hormones Beef Corned Silverside** (available in NSW, QLD, WA until Tuesday 16 April) down to \$8/kg from \$11/kg.

Starting today customers can get even more value from their shop, earning one KitchenAid Ovenware credit by scanning their Flybuys when they spend \$20 or more in one transaction at Coles or from Coles Online to redeem a piece of the KitchenAid Ovenware collection for free until July 23.⁵

Down Down products lowered in price from Wednesday 3 April until Tuesday June 25:

MEAT

- Coles Australian Lamb Shanks 2 Pack (down to \$8.50/kg from \$9.50/kg – 10% saving)
- Coles Australian No Added Hormones Slow Cook Beef Brisket (down to \$13/kg, from \$15/kg – 13% saving)
- Coles Australian Lamb Boneless Shoulder Roast (down to \$15/kg, from \$17/kg – 11% saving)
- Coles Australian Pork Cutlets (down to \$18/kg, from \$21/kg – 14% saving)
- Coles Australian No Added Hormones Beef Oyster Blade Steak 500g (down to \$11, from \$13 – 15% saving)
- Coles Made Easy Chicken Puff Pastry Parcel with Parmesan & Garlic 350g (down to \$7, from \$8 -12% saving)
- Coles Made Easy Butter Chicken Puff Pastry Parcel 350g (down to \$7, from \$8 -12% saving)
- Coles Made Easy Beef Puff Pastry Parcels in Red Wine Sauce 350g (down to \$7.50, from \$9 -16% saving)
- Coles Free Range RSPCA Approved Chicken Mango & Coconut (down to \$13.50/kg, from \$15/kg – 10% saving)
- Coles Australian Lamb Boneless Shoulder with Greek Style Marinade (down to \$18/kg, from \$20/kg – 10% saving)

⁵ Spend \$20 in one transaction in-store or online at Coles (after savings and discounts have been applied) and scan your Flybuys to receive one Ovenware credit. Earn a Bonus Ovenware credit when you also purchase a selected product from a participating brand or product range. Limit of one Bonus Ovenware credit applies per brand, per transaction. Earn credits until 09/07/2024 and redeem credits (excludes Coles app) by 23/07/2024 or while stocks last. \$20 spend excludes the purchase of Coles Insurance products, Coles Express, Coles Best Buy Online Exclusive, DoorDash, UberEats, iTunes cards, gift cards, mobile phone and mobile phone plans, recharge, Opal top up, calling cards, charity products, liquor, tobacco, tobacco related product purchases, subscriptions, and delivery fees. For full terms & conditions visit coles.com.au/kaovenwareterms

- Coles Free Range RSPCA Approved Chicken Boneless Jamaican Jerk (down to \$13.5/kg, from \$15/kg – 10% saving)
- Coles Made Easy Moroccan Lamb Filo Rolls with Fetta & Pumpkin (down to \$12, from \$13 – 7% saving)

BAKERY

- Tip Top Cafe Bread Raisin Toast 650g (down to \$5 from \$6.90 – 27% saving – Only available in NSW, QLD, SA, VIC, WA)
- Coles Banana Muffin Bars 10 pack (down to \$5.25, from \$6 - 12% saving)
- Coles Bakery Chocolate Mud Cake 600g (down to \$5.75, from \$6.40 – 10% saving)
- Coles Bakery Caramel Mud Cake 600g (down to \$5.75, from \$6.40 – 10% saving)

PANTRY

- Heinz Soup Tomato Big Red 420g (down to \$2, from \$2.50 - 20% saving)
- Ardmona Tomatoes Crushed 410g (down to \$1.60, from \$2.10 - 23% saving)
- Gravox Traditional Family Pack Gravy Pouch 250g (down to \$3.60, from \$4 - 10% saving)
- Coles Special Burger Sauce 360g (down to \$2.85, from \$3.20 – 10% saving)
- Espressotopia Vittoria Capsules Espresso 12 pack (down to \$5 from \$10 - 50% saving)
- McKenzie's 500g Soup varieties (down to \$1.60 from \$1.90 - 15% saving)
- Jed's No.3 Strong Coffee Beans 1kg (down to \$21.50, from \$36 – 40% saving)
- Queen Victoria 10 pack Tea Bag varieties (down to \$1.20, from \$2 – 40% saving)
- Vittoria Nespresso Compatible Capsules 20 pack varieties (down to \$9, from \$13 – 30% saving)

FREEZER

- McCain Delish Potato Gratin 400g (down to \$6, from \$8.60 – 30% saving)
- McCain Red Box Plated Meals 320g (down to \$6.50, from \$7.50 – 13% saving)
- Nanna's Snack Pies 450g Apple or Apple Blackberry (down to \$4 from \$5 - 20% saving)
- Nannas Family Frozen Apple Pie 600g (down to \$4 from \$5 - 20% saving)
- Steggle's Crumbed Chicken Alphabet Nuggets 2kg (down to \$20, from \$25 – 20% saving)

LAUNDRY / CLEANING

- Biozet Attack Liquid Plus Sensitive 2 Litre (down to \$13, to \$26 - 50% saving)
- Dynamo Professional 7 In 1 Laundry Liquid 4L (down to \$26.00, from \$41.00 - 36% saving)
- Ajax Eco Multipurpose Wipes Fresh Lemon 110pk (down to \$7, from \$11 – 36% saving)

Great Value weekly specials on sale from Wednesday 3 April:

- **Coles Australian Pork Sirloin Steak 500g** (available in VIC,SA,TAS) down to \$8/pk from \$11.50/pk (30% saving) – available until Tuesday 30 April
- **Coles Australian No Added Hormones Beef Corned Silverside** (available in NSW,QLD,WA) down to \$8/kg from \$11/kg (27% saving) - available until Tuesday 16 April
- **Coles RSPCA Approved Chicken Breast Kyiv Garlic Butter 700g** (National ex WA) down to \$6.50 from \$9.50 (31% saving) - available until Tuesday 30 April
- **Steggles Chicken Breast Kyiv Garlic Butter 700g** (WA only) down to \$6.50 from \$9.50 (31% saving) - available until Tuesday 30 April

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For media enquiries, please contact

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