

# Media Release

**coles** | Value the Australian way

3 October 2022

## COLES DROPS AND LOCKS PRICES ON 150 PRODUCTS AUSSIES LOVE

From Wednesday, Coles is continuing to help household budgets go further by dropping and locking the prices on 150 household favourite products across supermarkets and online until 31 January 2023.

With the cost-of-living pressures on the rise, Coles has launched 'DROPPED&LOCKED', working with suppliers to drop and lock in the price on products Aussies love the most by between 10 and 40%.

Some of the most popular brands that have been 'DROPPED&LOCKED' include Steggles, Kleenex, Golden Circle, Kellogg's, Bulla, Pepsi, Masterfoods, Cadbury, Handee and Whiskas, as well as Coles Free Range Chicken Breast and Coles Beef Scotch Fillet Thin Sliced 400g.

'DROPPED&LOCKED' is the second phase of the value promise Coles has delivered to help fight inflation.

In August, Coles 'LOCKED' the price of 1,168 products across supermarkets and online. This included products such as mince, free range eggs, cheese, bread, tuna, nappies and petfood. It was also announced that Coles had begun lowering the price of 500 products, with the 150 DROPPED&LOCKED from Wednesday part of this move.

Aussie families will have certainty knowing that the price of these household favourites will not change until the end of January and they can depend on Coles for these prices every time they shop.

With the festive season fast approaching, 'DROPPED&LOCKED' has Coles customers sorted for getting the best value for Christmas.

Coles Chief Executive of Commercial and Express Leah Weckert said Coles is committed to helping customers find key staple products that will be dropped and locked in price for a few months.

"We know it's been a really tough year for many of our customers and they are looking for prices they can rely on each time they shop to help their household budget go further," Leah said.

"Our LOCKED campaign has been successful because customers can clearly identify products that won't go up in price until at least the end of January 2023. With DROPPED&LOCKED, they'll now be able to see where we can provide savings on products Aussies love and keep them locked. As we get closer to Christmas, we want our customers to know that they can depend on Coles to bring them reliable value and great prices during the festive season."

HIGHLIGHT DROPPED&LOCKED PRODUCTS	WAS	NOW	SAVE
STEGGLES CHICKEN TENDERS 400G	\$10.00	\$6.00	40%
KLEENEX COMFORT CARE 18PK	\$11.50	\$10.00	13%
GOLDEN CIRCLE JUICE 2L	\$4.80	\$3.60	25%

KELLOGG'S CORN FLAKES 725G	\$6.50	\$5.50	15%
BULLA CREAMY CLASSICS STICKS 4 PACK	\$6.00	\$5.00	17%
COLES FREE RANGE BREAST	\$15/KG	\$13/KG	13%
COLES BEEF SCOTCH FILLET THIN SLICED 400G	\$19.00	\$16.00	16%
PEPSI 1.25L	\$2.50	\$1.50	40%
MASTERFOODS TOMATO SAUCE 500ML	\$3.20	\$2.40	25%
CADBURY KING SIZED BARS	\$2.50	\$1.80	28%
HANDEE ULTRA DOUBLE LENGTH 2 PACK	\$6.00	\$5.00	17%
WHISKAS CAT FOOD FAVOURITES IN JELLY 24 PACK	\$21.00	\$18.50	12%

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