

Media Release

coles | Value the Australian way

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AUSSIES TO COLLECT PREMIUM MASTERCHEF KITCHEN TOOLS AT COLES THAT ARE A CUT ABOVE THE REST

- **Customers to redeem MasterChef kitchen range on Coles online for first time**
- **Collect premium knives, scissors and mini chopper fast with 'half-pay' option and BONUS credits**

Coles is rewarding customers with a new range of premium-quality MasterChef utensils to collect to help make food preparation even easier this festive season, featuring new stainless-steel **MasterChef knives, scissors** and an electric **mini chopper**, as well as a return of the four most popular knives from last year's collection.

Coles has responded to customer demand, with more than 80% of those surveyed¹ asking for the return of MasterChef knives as the range continues to be Coles' most popular loyalty program to date with the highest participation rate across Australian households.

For the first time ever, from today Coles customers will be able to redeem their MasterChef knife credits on Coles online while doing their grocery shop which means the kitchen items can be delivered to their home or to the car boot through Click&Collect.

And in another first for the MasterChef knives program, customers will have the option of 'half-pay' to make it even easier to collect the full set, by redeeming half the required credits and paying half the retail price.

Customers will earn a MasterChef knife credit by scanning their Flybuys card every time they spend \$20 or more in one transaction at Coles supermarkets and Coles Online². Once they have enough credits, customers can redeem an item from the MasterChef range for free.

Customers can also fast-track their MasterChef collection by earning BONUS credits for signing up to Flybuys or by purchasing from over 1100 participating products as part of their \$20 or more shop, meaning they can earn multiple BONUS credits within one transaction³.

The MasterChef Knives collection features eight premium quality knives and accessories including kitchen scissors, a paring knife, a cleaver, an electric mini chopper designed to slice and dice with ease, as well as the return of four of the most popular knives collected last year: the small santoku, cook's knife – the most used knife in the kitchen – a large santoku and a set of two steak knives.

The stylish and ergonomically designed MasterChef Mini Chopper is the first electrical product that Coles is giving away as part of a collectable program. It has two speed functions to chop, dice and mince with ease in seconds.

Coles Chief Marketing Officer Lisa Ronson said Coles is providing customers with even more value at the checkout this Christmas with the return of its popular MasterChef knives program.

"After a challenging year for many Australians, our customers deserve something special this Christmas.

¹ IPSOS Australia survey, January 2021.

² MasterChef Knives can be found at dedicated merchandise displays in Coles supermarkets. Spend \$20 in one transaction at Coles or Coles Online (after savings and discounts have been applied) to receive a Knives Credit. \$20 spend excludes some purchases including Coles Insurance products, iTunes cards, gift cards, liquor, smoking/tobacco products, mobile phones and mobile phone plans, recharge, Opal top up, calling cards, eBay and UberEats purchases. Excludes Coles Express. While stocks last.

³ A maximum limit of one BONUS credit per participating brand or product range, per transaction applies.

And through our loyalty programs like our MasterChef knives, we can provide more value at the checkout, inspire them and give them something useful they can use in their everyday lives," Lisa said.

"We are delighted to be bringing back some of our customers' favourite knives from last year, along with some new additions to top up their kitchen – like a convenient pair of kitchen scissors and a handy electric mini chopper which is perfect for homemade sauces.

"This year we've made it even easier for customers to collect the full MasterChef range by introducing online redemption for our Coles online shoppers, implementing the new 'half pay' method for those who may not spend as much on their weekly shop, and partnering with brands like MasterFoods, Kleenex and Colgate so customers can receive BONUS credits just by purchasing their usual products within a \$20 or more shop."

Award-winning chef and restaurateur Luke Mangan said he was delighted to join Coles again to inspire Aussie home cooks with a quality collection of knives.

"A lot of people need new knives in the kitchen but don't get around to buying them, so I think it's fantastic that Coles has made it really easy to get excellent quality knives for free," Luke said.

"The mini chopper is a standout for me – while it chops and dices fruit and veg fast, you can use it to make mayonnaise, dressings and marinades. It saves time on food prep so we can spend less time in the kitchen and more time with our families this entertaining season."

Customers who sign up to Flybuys will receive 5 bonus 'MasterChef Knife Credits' and all members will be able to earn a credit for every \$20 they spend in one transaction at Coles or Coles Online⁴.

There are over 1100 products from participating brands across every aisle including MasterFoods Herbs & Spices, Somat Dishwashing, Colgate, Olay, Oral B, Kleenex, NRG Batteries, Pauls White Milk range, Great Northern Zero, Red Rock Deli [excluding dips], Dynamo Professional, Palmolive Soaps, Body Wash and Haircare, Rexona, Centrum, Pantene, Mortein, Beach Road, iON Laundry, Optimum Pet Food, KOi, UltraLife Vitamins and selected Coles Finest products.

While the MasterChef range can be redeemed for credits, the collection is available to purchase in store, while stocks last, starting from \$10 for the MasterChef Scissors. Customers can also purchase a knife block made from rubberwood with a unique filament insert for \$35 in store, while stocks last.

MasterChef Knives collection	Credits	Half Pay	RRP
MasterChef Kitchen Scissors	10	5 credits + \$5	\$10
MasterChef Paring Knife 9.5cm	20	10 credits + \$10	\$20
MasterChef Small Santoku 12.5cm	20	10 credits + \$10	\$20
MasterChef Cook's Knife 19cm	34	17 credits + \$17	\$34
MasterChef Large Santoku 16.5cm	34	17 credits + \$17	\$34
MasterChef Steak Knives 2-Pack 11cm	34	17 credits + \$17	\$34
MasterChef Cleaver 17.5cm	50	25 credits + \$25	\$50
MasterChef Mini Chopper	80	40 credits + \$40	\$80

For more information on the MasterChef Knives campaign and participating brand partners, please visit: <https://www.coles.com.au/masterchefknives>

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

⁴ MasterChef utensils can be found at dedicated merchandise displays in Coles supermarkets. Spend \$20 in one transaction at Coles or Coles Online (after savings and discounts have been applied) to receive a credit. \$20 spend excludes some purchases including Coles Insurance products, iTunes cards, gift cards, liquor, smoking/tobacco products, mobile phones and mobile phone plans, recharge, Opal top up, calling cards, eBay and UberEats purchases. Excludes Coles Express. While stocks last.