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## COLES UNVEILS NEW CAMPAIGN "VALUE THE AUSTRALIAN WAY" CHAMPIONING ALL AUSTRALIANS AND FEATURING THE SOUNDS OF MISSY HIGGINS, YIRRDJA YUNUPIDU AND STEPHEN PIGRAM

*Kitchen Census reveals an increased appreciation for meals with family and friends and sustainable Aussie food*

Coles is launching a new campaign "Value the Australian Way" celebrating the role it plays in sustainably feeding all Australians and helping them lead healthier and happier lives. The new brand positioning champions Coles as an organisation that lives at the heart of the nation and proudly supports team members, community partners, suppliers and millions of everyday Aussie shoppers.

As part of its new positioning, Coles has undertaken an Australian Kitchen Census to uncover what Australians value most when it comes to cooking and sharing a meal. Coles surveyed almost 5,500 customers around the country to understand Australia's modern food values and how they shape our approach to shopping, cooking and eating in 2020 and beyond.

Highlights from the Coles Kitchen Census include:

- **Family recipes are still our favourites:** 42% of customers say childhood memories of food play an important role in how they cook today.
- **Responsible sourcing matters more:** 35% of customers say that animal welfare is extremely important to them when purchasing meat and 63% of customers surveyed in a separate study<sup>1</sup> say that responsible sourcing is important to them (up from 40% in 2017).
- **We have a renewed appreciation for meals with family and friends:** 60% of customers cherish the time they spend with friends and family more now than 6 months ago.
- **Supporting Aussie farmers is key:** Following the events of 2020, 61% of customers surveyed in a separate study<sup>2</sup> say they now care more about where their food is coming from and 59% of customers say they care more about buying Australian-made products.
- **We're becoming more adventurous with our food choices:** 65% of customers agree that they are much more adventurous with their eating than their parents.
- **The way to our heart is through our stomach:** More than a quarter of respondents (28%) agreed it is important for their partner to be a good cook.

These insights are at the heart of the Value the Australian Way campaign which features real Australian friends and families, not actors, and celebrates Australian culture.

The new advertisements will delight TV and radio audiences as they are set to a reimaging of Missy Higgins' 2009 hit 'Feel Like Going Back Home' recorded especially for this campaign as a collaboration between Missy Higgins, Dingo Spender and the current lead singer of Yothu Yindi, Yirrdja Yunupingu. The original track was written by Stephen Pigram and featured in the beloved film musical Bran Nue Dae.

<sup>1</sup> In the Coles Customer Filter 63% of customers surveyed claimed that responsible sourcing is important to them (up from 40% in 2017 Coles customer filter). The Coles Customer Filter was completed in May 2019 and June/August 2017 and approx. 600 Coles customers were surveyed.

<sup>2</sup> In the Coles COVID Trend Report, 61% of customers surveyed say they now care more about where their food is coming from and 59% of customers say they are focusing more on buying Australian made products. The Coles COVID Trend Report was completed in July 2020 and 7,944 Coles customers were surveyed.

Coles Chief Marketing Officer Lisa Ronson said the Value the Australian Way campaign and Coles Australian Kitchen Census highlights the important role food and culture plays in Australian families and communities.

"As one of the first supermarket brands in the country, Coles has been at the heart of Australian society since 1914. Our purpose is to sustainably feed all Australians, so we understand the integral role food plays in our lives – and when it comes to how we shop, cook and eat, our new campaign Value the Australian Way celebrates our past and future," Lisa Ronson said.

"We know providing value through our trusted Down Down and everyday low prices is more important today than it's ever been, and so is listening to what Australians value in their lives. Our research shows Australians cherish sharing a meal with friends and family and they want to support Aussie farmers, food producers and their local community. At Coles we're committed to helping our farmers and fishermen produce ethical and sustainable food for all Australians so we can continue be a part of Australians lives for many more centuries to come."

Coles is proud to be Australia's largest private sector employer of Aboriginal and Torres Strait Islander peoples. Nine-time Aria Award winner Missy Higgins said this was the first time she has been part of an ad campaign because it was supporting Indigenous artists.

"It's been a tough year for lots of Aussies, so I love the optimistic feel of this new campaign. It's great to see how diverse and inclusive it is. It's also great to see Coles backing great Indigenous Australian talents like Stephen Pigram, who wrote this tune and Yirrnja Yunupirju with whom I dueted on the track," Missy Higgins said.

Michelin-starred chef and Coles ambassador Curtis Stone is proud to be part of the Value the Australian Way campaign and says the Coles Australian Kitchen Census shows how much Australians have in common when they think about cooking and mealtimes.

"For me personally, the campaign combines two things that are very close to my heart - Australia and all the goodness from our Great Southern Land, with the mission of putting the best food on Aussies' tables at the lowest possible price. I love Australia and I love food, so I can't help but be really proud of what this campaign is all about," Curtis Stone said.

"I was 4 years old when I had my first truly memorable food experience – I tried my granny's Yorkshire fudge and I just couldn't get enough of it. The fact that many other Australians believe their childhood memories play an important role in how they cook today makes perfect sense to me. My own memories of food have most definitely shaped how I cook.

"These days, my cooking philosophy is to keep it simple and cook with naturally produced ingredients. It's wonderful to see that a significant proportion of Aussies value the same approach when shopping and cooking at home, with many of us favouring locally grown, responsibly sourced food."

**To download the Coles "Value the Australia Way" TVC, [please click here.](#)**



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