

Media Release

coles | Value the Australian way

Wednesday 4 November 2020

AUSSIES TO COLLECT CHEF'S QUALITY MASTERCHEF KNIVES AT COLES

Award-winning chef Luke Mangan joins Coles as an Ambassador for new campaign

From today, Coles customers will have the chance to earn stainless-steel MasterChef Knives when they shop at Coles¹, helping to top up their kitchen with the best quality tools and make food preparation even easier.

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 Online. Once they have enough credits, they can redeem in store for a MasterChef knife.

Award-winning chef and restaurateur Luke Mangan has joined Coles as the ambassador for the new MasterChef Knives to help demonstrate the importance of having premium quality knives more accessible to home cooks across the country.

The exclusive MasterChef Knives collection features six premium, chef-quality knives, individually designed with ergonomic handles for comfort and a more professional cutting experience.

Coles will be the first supermarket in the world to offer the new MasterChef Performance Knife range.

Coles Chief Marketing Officer Lisa Ronson said Coles wants to provide customers with even more value at the checkout by rewarding shoppers with new stainless-steel MasterChef knives.

"Last year our customers loved our glassware campaign and we know from our research that knives have been among the most popular reward programs in the world so we're confident our customers will love the extra bit of value they get at the checkout," Lisa said.

"We've had a strong partnership with MasterChef spanning over 11 years and now we're extending our partnership to help our customers enjoy their time in the kitchen even more by providing the chance to collect chef quality knives.

"We're delighted to bring Luke Mangan on board as an ambassador because he knows exactly how important it is to be equipped with the very best tools in the kitchen, whether

¹ 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. Offer ends 4 February 2021. May not be sold to persons under 18 years of age – age restrictions vary by State.

you're cooking at home or in a top restaurant.”

Coles Ambassador and award-winning chef Luke Mangan welcomed the new MasterChef Knives as an important addition to home kitchens nationwide.

“I am so proud to join the Coles family to inspire Aussies in the kitchen with quality knives. As a chef myself, I know how important a good set of sharp knives are because they're used in the creation of virtually every dish,” Luke said.

“These knives are designed with the combination of the perfect balance, comfort, grip and performance, making cooking prep even easier from chopping vegetables to carving the perfect Christmas ham this year and beyond.

“I know 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.”

Starting from 20 credits, customers can collect a utility knife, a small santoku-style knife, bread knife, cook's knife – the most used knife in the kitchen – a large santoku and a 2-pack of steak knives.

Once customers have earned enough credits, they can redeem them in store to collect their knives.

Customers can also purchase a knife block made from acacia wood and a unique filament insert that holds any type of knife and utensil for \$25 in store, while stocks last.

For further information, please contact
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