

Media Release

coles | Value the Australian way

TUESDAY 5 JANUARY 2021

Coles lowers the cost of shopping in summer by reducing the price of hundreds of products

Coles is cutting the price of over 200 popular products, some by up to 36%, undertaking a major investment in value to help lower the cost of living for all Australians.

Over the next three months, Coles will lower the cost of a weekly shop by reducing the price of more than 200 popular products across the supermarket aisles including ice cream, cereals, convenience meals and entertaining.

The campaign kicked off with 18 products across the ice cream and fresh convenience range, including Haagen Dazs Ice Cream Tubs 457mL, down to \$8 from \$11.50 and Bulla Crunch Ice Cream Bars 8 pack, now \$4.50 down from \$7.

With customers increasingly prioritising health and convenience, Coles has also lowered the price of convenient plant-based meal solutions such as selected Coles Nature's Kitchen Meals 350-400g, including Vegetable Lasagne and Meat Free Butter Chicken & Rice, now \$7, down from \$7.50.

From tomorrow, the price on a further 17 products across deli, beverages and pet food will be reduced including Primo Roast Beef, down to \$27/kg from \$28/kg, Coles Cat Food Pouches 12X85g down to \$5.40 from \$6.50 and Coles Dog Food Casserole 700g down to \$1.30 from \$1.50.

Coles Head of Pricing and Value Tim Lane said Coles remains committed to help lower the cost of living for Australian households.

"We know that this has been a tough year and budgets continue to be stretched. With many Australians looking for ways to save money on regular purchases, we've lowered the cost of products across our ice cream and fresh convenience range," he said.

"We'll be adding further categories to the campaign throughout the summer period, to deliver even better value to customers every time they shop at Coles," he said.

New products reduced in price between 30 December 2020 to 6 January 2021 include:

PRODUCT	WAS RRP*	NOW*	SAVING
Haagen Dazs Ice Cream Tubs 457mL	\$11.50	\$8.00	30%
Bulla Crunch Ice Cream Bars 8 pack	\$7.00	\$4.50	36%
Bulla Chocolate Ice Cream Bars 10 pack	\$7.00	\$4.50	36%
Coles Nature's Kitchen Meals 350g-400g	\$7.50	\$7.00	7%
Coles Primo HGP Free Roast Beef p/kg	\$28.00	\$27.00	3%
Coles Cat Food Pouches 12X85g	\$6.50	\$5.40	17%
Coles Dog Food Casserole 700g	\$1.50	\$1.30	13%

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