

**Wednesday, 5 June 2019**

## **COLES LAUNCHES APPEAL TO FIGHT HUNGER THIS WINTER FOOD DONATIONS REACH THE EQUIVALENT OF 80 MILLION MEALS**

From today, Australians can join the fight against hunger by supporting Coles' national appeal for food rescue organisation SecondBite to deliver meals to people doing it tough this winter.

The Winter Appeal comes as Coles and SecondBite reach a special milestone in their partnership, with the equivalent of 80 million meals donated to Australians facing homelessness and hardship since 2011.

By donating surplus food from almost 800 supermarkets, Coles has helped more than 1,300 community food programs across the country and reduced food waste by 40 million kilograms.

To raise funds which help pay for SecondBite's ongoing operating expenses such as fuel, transport and refrigeration, Coles will launch a national fundraising appeal over the next four weeks.

For every \$2 donation card sold at Coles, SecondBite can provide the equivalent of ten nutritious meals for people facing hard times and homelessness.

World renowned chef Curtis Stone and TV personality Matt Preston united to call on Australians to support the Coles Winter Appeal for SecondBite.

Coles fresh adviser Curtis Stone said: "It's tragic to think that so many people around Australia are facing such hard times and can't afford regular meals. Everyone deserves to be able to eat three meals a day and we hope that by raising funds through the Winter Appeal at Coles, we can help fill empty plates."

MasterChef Australia judge and SecondBite board member Matt Preston said that by supporting the appeal, Australians would be helping not only to reduce hunger but also food waste.

"Curtis and I are both passionate supporters of the work of SecondBite. Every dollar donated to SecondBite helps to provide five nutritious meals to disadvantaged Australians who go hungry every single night. Not only does it provide meals to those who need it most, the donation also stops delicious, healthy food going to landfill. This is a wonderful thing that SecondBite does by solving two problems with one solution," Matt said.

SecondBite CEO Jim Mullan said: "With recent reports suggesting that four million Australians required some form of food relief in the past year whilst food waste estimates ranged between 5-8 million tonnes, we know there is more we can be doing to rescue food and help feed those in need.

"Since partnering with Coles in 2011, we have reached a significant milestone of 80 million meals donated by Coles which is testament of how well our organisations work together. Our relationship is based on shared value, and this is demonstrated every day as we continue to develop and strengthen our delivery of food to the most vulnerable in our community.

"SecondBite and Coles are now providing enough fresh food for more than 100,000 nutritious meals every single day to children and families doing it tough across Australia."

In addition to the \$2 fundraising cards, Coles and Unilever have also banded together to support SecondBite by donating 10 cents from every pack of Continental Sensations soup purchased at Coles supermarkets for the month of July.

**For further information, please contact**

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