

Media Release

coles | Value the Australian way

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SUPERMARKET SWEEPS UP RECORD WINS AT PRODUCT OF THE YEAR AWARDS

*Locally sourced skincare, coffee, lamb and bakery treats available only at Coles
voted among the best in Australia*

More than 9,000 Australians have voted **11 Coles exclusive and Own Brand products** from across the supermarket aisles as winners at the prestigious 2021 Product of the Year awards.

The supermarket has taken home a record-breaking tally of awards in over one third of the eligible categories including skincare, coffee, bakery, desserts and fresh meat.

Coles exclusive skincare products – LPO and KOi – won five of the total wins as shoppers turn to Coles for their premium quality and natural skincare at supermarket prices. Proudly Australian-made, LPO emulates high-end luxury skincare with rich botanicals, peptides and powerful anti-ageing ingredients to promote healthy-looking skin, while KOi body range uses natural fragrances and nourishing oils for a spa experience at home.

Among the award-winning products, DALEY ST specialty coffee capsules proudly developed in Melbourne and premium quality grass-fed lamb chops from Tasmania were also voted best on shelf.

The complete list of 11 award-winning products exclusive to Coles are:

- LPO Purify Foaming Gel Cleanser
- LPO Rewind Age Defence Night Cream
- KOi Nourishing Coconut & Jojoba Body Butter
- KOi Replenishing Neroli & Clary Sage Hand Cream
- KOi Relaxing Jasmine & Sandalwood Hand Wash
- DALEY ST Medium/Dark Roast Aluminium Nespresso® Compatible Coffee Capsules
- Coles Urban Coffee Culture Dark Roasted Whole Beans
- Coles Finest Chocolate & Hazelnut Mirror Glaze Mousse
- Coles GRAZE Tasmanian Lamb Loin Chops
- Coles Vegan Chocolate Hazelnut Slice
- Coles Finest Traditional Recipe Croissants

Coles Chief Executive Commercial and Express Greg Davis said that Coles strives to inspire customers with great value and innovation with its exclusive and Own Brand products.

“We’re delighted that so many Australians have chosen a variety of our exclusive and Own Brand products as the best in the country,” Greg said.

“We’ve seen Coles Own Brand and exclusive products evolve significantly over the past two years and we now offer more variety, premium quality and value than ever before. Our teams have worked tirelessly to source and develop these award-winning Australian products like LPO, KOi and DALEY St.

“We are seeing more customers turn to Coles for affordable luxury items, in addition to their essential groceries. We’re also proud that the vast majority of our winning products are locally sourced because we know how important it is to be supporting local producers during these challenging times.”

Product of the Year is Australia's largest independent consumer survey involving over 8,000 consumers. A jury panel tests each product to ensure they meet the entry criteria, before consumers are asked to vote for category winners.

Product of the Year Director Sarah Connelly says the 2021 results show that Australian consumers are interested in searching for affordable and self-indulgent alternatives when they go to the supermarket.

"We're happy to see an increase in 'self-care' products as the importance placed on mental health and wellbeing in society continues to escalate. It's fantastic to see that these products are becoming more affordable and accessible," Sarah said.

Product of the Year was founded in France in 1987 and the competition now takes place in over 40 countries. Product of the Year has been running in Australia since 2010.

More information about the award-winning products at Coles:

- **LPO Purify Foaming Gel Cleanser:** The formula is a blend of antioxidant rich Australian Botanicals and Peppermint leaving the skin feeling refreshed and beautifully clean.
- **LPO Rewind Age Defence Night Cream:** Developed to help fight the signs of ageing and replenish dull skin. Enriched with Peptides and a blend of Hyaluronic Acid and SKINectura extract to assist in rebuilding the skin's architecture to restore younger skin appearance.
- **KOi Nourishing Coconut & Jojoba Body Butter:** Formulated with an indulgent blend of coconut and jojoba oils to keep skin feeling soft, smooth and hydrated. Cruelty-free and suitable for all skin types and enriched with argan oil and Australian Davidson plum.
- **KOi Replenishing Neroli & Clary Sage Hand Cream:** Formulated with a thoughtfully crafted aromatic blend of neroli & clary sage essential oils, complemented with vitamin E, B5 and Shea Butter, and enriched with hemp seed oil and Australian Davidson plum to leave your hands feeling nourished and hydrated. Cruelty-free and suitable for all skin types.
- **KOi Relaxing Jasmine & Sandalwood Hand Wash:** Formulated with a thoughtfully crafted aromatic blend of jasmine and sandalwood essential oils and complemented with antioxidant rich Australian lilly pilli to cleanse and enrich your skin. Cruelty-free and suitable for all skin types.
- **DALEY ST Medium/Dark Aluminium Nespresso Compatible Coffee Capsules:** With blends proudly developed in Preston Melbourne, DALEY ST offers a range of delicious specialty coffee blends from sustainably sourced beans.
- **Coles Urban Coffee Culture Dark Roasted Whole Beans:** Premium quality beans are curated before being batch roasted in Melbourne. The Dark Roasted beans offer a balance of dark cocoa and vanilla flavour with hints of aniseed and clove, ideal paired with milk.
- **Coles Finest Chocolate & Hazelnut Mirror Glaze Mousse:** Made from layers of Belgian chocolate mousse and hazelnut feuilletine. The delicious mirror glaze was the first of its kind for major retailers in Australia and is of patisserie shop quality.
- **Coles GRAZE Tasmanian Lamb Loin Chops:** The lamb range was the first to market in Australian supermarkets for 100% grass fed lamb from Tasmanian producers. Sought after by chefs for its premium quality, natural taste and high Omega 3 content. Due to the seasonal nature of the product, Coles GRAZE lamb is available from January to August.
- **Coles Vegan Chocolate Hazelnut Slice:** The first vegan chilled cake to launch in Coles Bakery. It contains layers of chocolate biscuit crumb, topped with a plant-based chocolate hazelnut mousse and decorated with dairy free dark chocolate ganache and roasted Hazelnut.
- **Coles Finest Traditional Recipe Croissants:** Made in France using the finest quality, single season European butter.

Winning Bakery products available in selected stores only.