

Media Release

coles | Value the Australian way

Wednesday, 6 January 2021

NEW YEAR, NEW HEALTHIER YOU: HALF PRICE VITAMINS, SPORTS NUTRITION AND BEST BUYS BARGAINS TO KICK OFF 2021

Massive savings on kitchen appliances and exercise gear launching Friday

With the festive season behind us, it's time for a health kick. From half-price vitamins and protein supplements, to great value kitchen appliances and exercise equipment, Coles is making it more affordable for customers to eat healthier and get active in the New Year.

From today until 12 January, Coles is slashing the price of vitamins and selected sports nutrition and diet brands by 50%¹, helping customers achieve their New Year's resolution and stock up on everything they need to help reach their health and fitness goals this Summer².

For a limited time, Coles' best-selling collagen powder – and the product reality star Khloe Kardashian swears by – Dose & Co. Collagen Protein Powder 420g is now half price at just \$20.

Additional best-sellers at half price include protein bars from Body Science (BSC) 60g (\$2) and Quest 60g (\$2), Atkins Indulge Low Carb Bars 5 pack (\$6.75), C4 Sport Watermelon Pre-workout Powder 285g (\$20), and vitamins from Swisse, Nature's Way, Blackmores and Cenovis.

From this Friday, the first Coles Best Buys range for 2021 is launching in 196 stores featuring appliances and exercise gear emulating top branded products at a fraction of the cost.

Determined to help make healthy eating easier, the Best Buys range includes a stainless-steel Thomson Pro-Blend High Performance Blender for just \$99. With 3 pre-set modes, the full-sized professional blender makes smoothies, juices, dressings, sauces, purees, salsas and desserts. The range also includes an Urbanworx Electric Food Spiralizer to make your own zucchini noodles and eye-catching salads at \$34.99, and a Thomson Digital Food Dehydrator to create healthy fruit snacks at \$39.99.

For customers wanting to get physical, there are Glider Discs, multi-weighted Resistance Tubes and 2kg Ankle or Wrist weights from \$6.99 each, a 3-in-1 Yoga Mat Roller that encompasses a 3mm yoga mat, foam roller and massage bar and nests away for tidy storage for \$19.99, and a 10kg Adjustable Weight Vest or 32" Trampoline for \$39.99 each. Customers can monitor their progress with an Urbanworx GPS Smart Watch for \$59.99, and ease those aching muscles when it's all over with an Urbanworx Massage Gun with different attachments and speed selections for \$89.99.

Back by popular demand, the range also includes an 8kg Weighted Blanket with Cooling Cover, perfect for the warmer months, for \$69.99, as well as a 3.5kg weighted blanket for kids at \$39.99.

General Manager for Health & Home Jonathan Torr said the discount campaign and Best Buys range was aimed squarely at the increasing proportion of customers who were prioritising their health and wellbeing.

¹ Excludes products marked as Every Day, Down Down, JS Health, Berocca & clearance items

² To be consumed as part of a balanced diet. Consider your specific health and dietary requirements

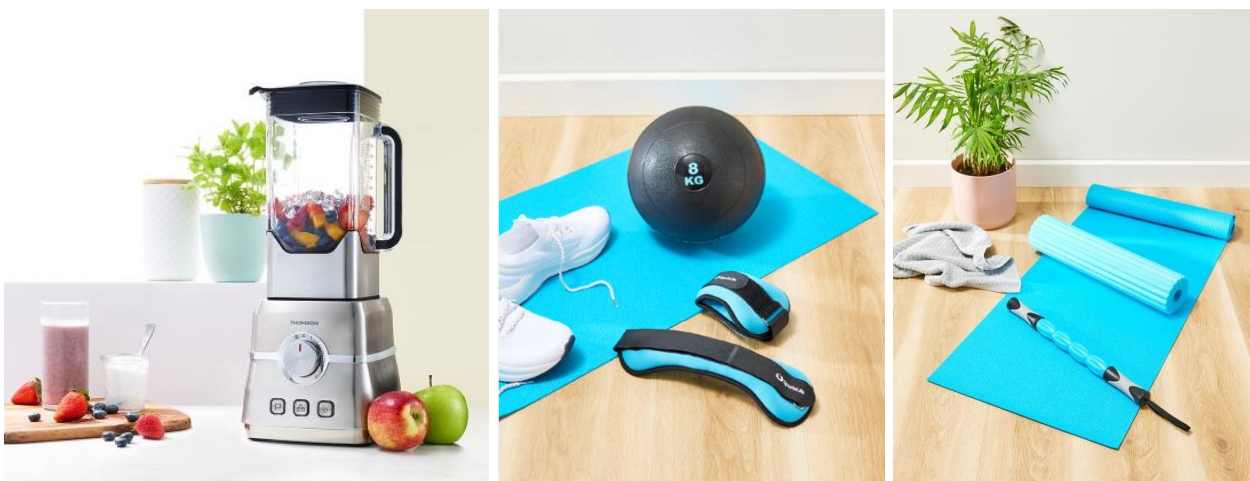
“A lot of Australians found it hard to keep fit and healthy during 2020, whether due to the pressures of working from home, the shutdown of gyms and team sports, or being unable to tear themselves away from the couch and binge-watching web series. Our customers are looking forward to a fresh new start and what better way to do that than with a health kick,” said Jonathan.

“We’re offering massive savings across the health food aisle and we’ve tailored our Best Buys range to help customers who are looking to achieve their health and fitness goals in 2021 with a range of exciting, great quality products at bargain prices.

“Our half-price sale covers more than 50 best-selling sport, diet and vitamins products and it comes at a time when we know customers are health-focused so we’re offering value when it counts, where it counts.”

Coles Best Buys is available every fortnight, starting on a Friday to help kick start savings for the weekend. The range will continue to evolve with different themes and new products each event. Products are only available for a limited time and while stocks last.

To view the list of Coles Best Buys participating stores, visit <https://www.coles.com.au/catalogues-and-specials>



For further information, please contact Coles Media Line (03) 9829 5250 or media.relations@coles.com.au

LIST OF NUTRITION PRODUCTS AND VITAMINS HALF-PRICE FROM 6 JANUARY – 12 JANUARY 2021

Sports and Diet

Product Description	Standard price	Promo price
BSC High Protein Low Carb Bar Cookie & Cream 5 pack 200g	\$15.00	\$7.50
BSC Clean Plant Protein Bar Banana Bread, Choc Lamington or Lemon Cashew 50g	\$4.00	\$2.00
BSC Protein Balls Choc Honeycomb or Cookies & Cream 70g	\$4.50	\$2.25
BSC Whey Protein Shaker	\$7.00	\$3.50
BSC Muscle Protein Shake Banana Smoothie, Double Rich Chocolate or Double Shot Espresso 450 mL	\$4.65	\$2.33
BSC Whey Protein Chocolate, Strawberry or Vanilla 400g	\$23.00	\$11.50
BSC Nitrobulk Muscle Protein Chocolate Fudge powder 500g	\$25.00	\$12.50
BSC High Protein Low Carb Bar Salted Caramel, Rocky Road, Choc Mint, Cookie Dough, Cookies & Cream or Real Milk Chocolate 60g	\$4.00	\$2.00
BSC High Protein Muscle Bar Peanut Butter Fudge 80g	\$5.00	\$2.50
Naturopathica Fat Blaster Garcinia Max Supplement 60 pack	\$30.00	\$15.00
Naturopathica Fat Blaster 30% Less Sugar Chocolate, Mocha, Raspberry Ripple or Vanilla Shake 430g	\$20.00	\$10.00
Naturopathica Fat Blaster Keto Fit Protein Shake Mix Chocolate Flavour or Vanilla Flavour 300g	\$30.00	\$15.00
Naturopathica Fat Blaster Max Tablets 60 pack	\$40.00	\$20.00
Quest Protein Bar Birthday Cake, Caramel Choc Chunk, Choc Chip, Cookies & Cream or White Chocolate Raspberry 60g	\$4.00	\$2.00
Quest Choc Chip Protein Cookie 59g	\$4.00	\$2.00
Cellucor C4 Ripped Sport Arctic Snow Cone 246g	\$44.00	\$22.00
Cellucor C4 Sport Preworkout Watermelon 285g	\$40.00	\$20.00
Dose & Co. Collagen Protein Powder Chocolate Fudge or Creamy Vanilla 420g	\$40.00	\$20.00
Dose & Co. Dairy Free Creamer Caramel or Vanilla 340g	\$42.00	\$21.00
Dose & Co. Pure Collagen Powder Unflavoured 200g	\$35.00	\$17.50
Dose & Co. Collagen Creamer Powder Caramel or Vanilla 340g	\$35.00	\$17.50
Atkins Endulge Bar Caramel Nut Chew, Cherry Coconut, Choc Coconut, Chocolate Mint or Milk Chocolate 5 pack 150-200g	\$13.50	\$6.75
Atkins Day Break Snack Bars Cappuccino, Choc Chip or Choc Hazelnut 5 pack	\$11.50	\$5.75
Bodie'z Protein Water Berry or Citrus Crush 500mL Whey Protein Isolate 30g	\$5.50	\$2.75

Vitamins

Half price across big brand vitamins including Nature's Way, Blackmores, Swisse, Cenovis, Nature's Own, Centrum, Caltrate and Lifespace.