

6 May 2020

## **GOOD BOYS, GREAT VALUE – COLES PET INSURANCE OFFERS UP TO 100% COVER PREPAID ON ELIGIBLE VET BILLS<sup>1</sup> AND MORE**

***New gourmet pet foods and doggy treat bar to reward furry isolation companions***

Coles is set to become the destination for pets, launching its latest insurance products for cats and dogs at the same time as giving the pet food aisle a major makeover.

Four-legged friends can now be covered for accidents and illnesses, with new market-leading Coles Pet Insurance launching today to help customers protect the more than 90% of pets who are currently uninsured in Australia<sup>5</sup>.

In partnership with Guild Insurance, Coles' Pet Insurance is competitively priced with benefits including up to 100% cover prepaid on pre-approved vet bills<sup>1</sup>, shorter waiting period of 21 days<sup>2</sup>, guaranteed lifetime cover<sup>3</sup> and healthy pet discounts each year for customers who claim less often<sup>4</sup>.

Australia has one of the highest pet ownership rates in the world with more than 60 per cent of households owning a pet. In a research study by Fifth Dimension, only 1 in 4 dog owners and 1 in 10 cat owners had pet insurance, with the majority saying existing pet insurance policies didn't provide good value for money<sup>5</sup>.

As part of Coles' commitment to delivering Good Things and Great Value, Chief Marketing Officer Lisa Ronson said Coles had conducted extensive research with pet owners across Australia to find out what was most important to them, and used these insights to develop simple and transparent policies to protect their pets as well as their wallets.

"We want to help Australians lead healthier and happier lives, and the same goes for their fur babies who are a huge part of the family and have never been more important in keeping us company and enriching our lives than they are right now," she said.

"Australians told us their main concerns with pet insurance were the size of their vet bill and unexpected costs that their insurance didn't cover. So Coles Pet Insurance pays approved scheduled treatments directly to the vet, with customers only required to pay for the excess. This is a rare benefit for customers, and we're delighted to be able to provide this along with other features to offer great value for our customers."

Coles Pet Insurance offers two levels of cover for dogs and cats – Basic cover for accidents and the most common illnesses, and Premium which adds coverage for a broader range of conditions.

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<sup>1</sup> Up to 100% of approved claim costs payed, less any relevant Excess, up to the annual limit unless the claim is subject to a sub-limit. See the [Product Disclosure Statement](#) for full details.

<sup>2</sup> Waiting period is 21 days for most Accidental Injuries and Illnesses. A waiting period of 6 months applies for Cruciate Ligament Conditions. See the [Product Disclosure Statement](#) for full details.

<sup>3</sup> Lifetime cover guaranteed provided a policy is purchased before your pet turns 9 and renewed each year without a break in cover.

<sup>4</sup> Healthy Pet Discount is calculated on and applied to your Coles Pet Insurance premium when your policy is renewed subject to any claims made.

<sup>5</sup> 2019 Commissioned research study by Fifth Dimension Research and Consulting Firm

The launch of Coles Pet Insurance comes as Coles shakes up the pet food aisle with the arrival of more than 60 new and exclusive pet food products for customers who are looking to satisfy their hungry pooches and fussy felines with a wholesome range of food and treats at great value prices.

With more than 80% of pet owners buying their pet food at the supermarket, Coles aims to inspire customers with the new premium quality **Woofin' Good** range made with real meat, no artificial colours or preservatives, and essential vitamins and fish oils to give dogs the essentials they need for a happy and healthy life.

Cats aren't missing out, with Coles' popular **Purr** cat food range adding over 25 new wet and dry food products with premium quality ingredients, essential vitamins and minerals.

Last week, Coles introduced a self-serve doggy treat bar at Coles Local in Hawthorn with a variety of pick-and-mix dog treats from biscuits to bones, kangaroo tails and chicken bites. The doggy treat bar was first trialled at Coles Local in St Kilda and has proven so popular with customers that Coles will be expanding the innovative concept nationally in coming weeks.



For more information on Coles' new Basic and Premium Pet Insurance Policies, visit [coles.com.au/pet-insurance](https://coles.com.au/pet-insurance)

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