

Media Release

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Fussy eater fix: Coles launches new veggie powders to help Aussies eat more greens and combat food waste

Coles has teamed up with vegetable company Nutri V to launch a range of new and innovative vegetable powders that aim to reduce food waste and provide a convenient way for Australians to increase their vegetable intake.

In an Australian-first, the award-winning company reduces food waste by converting imperfect Aussie vegetables such as broccoli, pumpkin and cauliflower into a powder that can be added to meals such as smoothies, muffins, and pasta sauce.

Raquel Said, Nutri V Chief Executive Officer said the powder range was a great option for people looking to help achieve the recommended five serves of vegetables each day as well as address the pressing issue of food waste*.

“Our powders are an excellent solution for busy people looking to increase their veggie intake and parents trying to sneak some extra veggies into their kids’ meals,” said Raquel.

“We’re also helping to reduce food waste by converting slightly imperfect veggies into a powder that is a source of dietary fibre, ready to use, has no mess or waste and can be added to almost any meal,” she added.

The powders are now available at all Coles stores in Victoria and will expand to other states later this year.

Coles General Manager of Sustainability Brooke Donnelly said the powders are an ingenious solution to sneaking more veggies into your diet while providing a sustainable solution to the challenge of food waste at the farm.

“This is an excellent example of how we are developing a circular economy by converting what was previously wasted food into a valuable and convenient product,” said Brooke.

“It also provides a way for our farmers to use all of their crop, which is more sustainable and financially beneficial for our growers.”

Each 70g pack of Broccoli Powder has the equivalent of approximately 750g of broccoli or two and a half heads of broccoli, while the 70g pack of Cauliflower Powder has the equivalent of approximately 750g of cauliflower or two heads of cauliflower.

Advanced Accredited Practising Dietitian and Coles Group Manager Nutrition & Health Kim Tikellis said: "With less than 10% of Australians eating enough vegetables, this new range of powders provide an easy way to help boost veggie intake as part of a healthy eating plan and comes as many Aussies are looking to make positive changes to their health and parents start the school year on the right foot."

The range of 70g powders retail for \$8.90 and adds to Nutri V's existing range of veggie puffs snack foods, Nutri V Goodies, which launched in Coles stores in 2022.

Since launching in 2020, Nutri V has diverted more than 200 tonnes of vegetables from landfill and added over one million serves of vegetables into the supply chain.

The Nutri V was last year awarded the Butler Market Gardens Environmental and Sustainability Award at Hort Connections, the 2023 Disruptor award in the AU/NZ TMRRW awards, and was a finalist in the Victorian Premiers Sustainability Awards.

Nutri V is a collaboration between Fresh Select, a long-term Coles fresh produce supplier, and Australia's national science agency, the Commonwealth Scientific and Industrial Research Organisation (CSIRO).



Sophia Ballan (15) with Dion Ballan (9) making a smoothie with Nutri V powder

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For media enquiries, please contact

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**Australian Dietary Guidelines. 1 serve of vegetable powder is equivalent to 75g of fresh vegetables as per the Australian Dietary Guidelines, NHMRC, 2013. Enjoy occasionally as part of a healthy eating plan and active lifestyle.*