

# Media Release

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## **FROM A SAUCY MAKEOVER TO A VELVETY CREAM CENTRE – THERE'S A BUN FOR EVERYBUNNY**

***Coles reveals three new mouth-watering hot cross buns inspired by Coles' best-selling burger sauce, popular red velvet and Easter's traditional carrot cake***

In an Aussie-first flavour explosion, Coles will have tastebuds tingling with the launch of three mouth-watering hot cross buns; **Coles Special Burger Sauce Hot Cross Buns**, **Red Velvet Hot Cross Buns** and **Carrot Cake Hot Cross Buns**, with the saucy sensation first to arrive at Coles stores nationwide.

Available in stores today, limited edition Coles Special Burger Sauce Hot Cross Buns are infused with Coles' best-selling Special Burger Sauce, filled with diced pickles and finished off with a delectable layer of tasty cheese on top. The perfect base for your burger or savoury snack, simply add toppings for a fuss-free, convenient, and affordable meal option.

Joining the delicious savoury innovation to selected Coles stores nationwide from Monday 13 February are Coles Red Velvet Hot Cross Buns, set to please sweet teeth around the country. The first-ever red velvet hot cross bun to hit supermarket shelves is also filled with a dreamy and sweet cream cheese frosting.

Also available from Monday 13 February, the final flavour hopping into selected stores are Coles Carrot Cake Hot Cross Buns – delicately flavoured with fine pieces of carrot and filled with a hidden centre of cream cheese for added indulgence, yet a subtle sweet end to any Easter celebration.

These are the latest flavour explosions to roll out of the Coles Bakery following Coles' first-ever savoury and overwhelmingly popular VEGEMITE and Jalapeno and Cheese hot cross buns released last year.

Coles General Manager for Bakery Kate Roff said Coles is always looking for new ways to excite customers with quality and innovative products to satisfy taste buds across the country.

"Each year we try to tap into new flavour trends to give customers a fun, modern twist on a hot cross bun, such as our new Coles Special Burger Sauce Hot Cross Buns. Based on the phenomenal success of our limited-edition VEGEMITE hot cross buns, savoury hot cross buns are the new craze," she said.

"We will always have our traditional fruit and chocolate varieties, but it's important to differentiate and offer customers who prefer savoury options a new and exciting hot cross bun too, which is why we think the VEGEMITE buns were such a hit.

"Our amazing bakery team have spent months fine-tuning and taste-testing these new hot cross buns to ensure the flavour is just right, and we're confident our customers will love them just as much as they enjoy our traditional range of delicious buns."

Current range of hot cross buns available at Coles includes fan-favourite Coles Fruity Brioche Hot Cross Buns, carefully spiced with juicy sultanas, cranberries, and candied orange peel, creating an aromatic treat that is packed with the highest fruit content, making them extra juicy and plump. Coles VEGEMITE Hot Cross Buns also returned to stores last December, fusing VEGEMITE and parmesan and finished with a tasty cheese topping, the perfect recipe to unlock nostalgic Aussie childhood memories.

Customers can also grab a 6-pack of the classic range including Coles' traditional fruit hot cross buns and CHOICE Recommended chocolate hot cross buns, apple & cinnamon and fruit-free, as well as gluten free chocolate and traditional fruit hot cross buns in a 3pack each – all \$4 per pack.

The limited-edition Coles Special Burger Sauce Hot Cross Buns are \$5 for a 4-pack, and Coles Red Velvet and Carrot Cake Hot Cross Buns are \$6 for a 4-pack, Coles Fruity Brioche Hot Cross Buns are \$5 for a 4-pack and the limited-edition Coles VEGEMITE Hot Cross Buns are \$5 for a 4-pack.

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