

9 AUGUST 2019

CUSTOMERS NOT CROSS ABOUT COLES' BUNS

Fans delighted to be able to eat Easter bakery treat year round

Some things are just too good to not enjoy all year round. For many people, that includes a delicious hot cross bun.

Coles Category Manager for In-Store Bread Freddie Hancock says the supermarket's reintroduction of hot cross buns is the result of customer demand.

"For weeks – and in some instances for months – our bakers were being asked by customers if we were still baking hot cross buns. So, we've made the decision to meet this demand by trialling a four-pack of hot cross buns available throughout the year," he said.

"From today, people whose desire for a rich buttery bun packed with 100% Aussie fruit didn't disappear on Easter Monday, can grab a four-pack of buns for just \$3 from Coles supermarkets with in-store bakeries."

A Coles customer survey revealed that of those who enjoy hot cross buns, more than half (53.6%) had enjoyed a them outside of the Easter period. Overall, last year Coles customers enjoyed more than 12.5 million packs of hot cross buns from the end of 2018, through to Easter Monday.



For further information:

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