

WEDNESDAY 9 OCTOBER 2019

COLES HELPS AUSSIES DECIDE WHAT'S FOR DINNER WITH BEST VALUE MEAL SOLUTIONS **Nationwide Coles customer survey reveals the biggest challenges faced in the kitchen**

From today, Coles customers will have a mealtime makeover with the supermarket launching new meal plans to make life easier and take the pain out of preparing dinner every night.

As part of Coles' strategy to sustainably feed all Australians and help them lead healthier and happier lives, 'What's for Dinner' is aimed at helping customers get quick, easy and delicious food on the table in 30 minutes or less, using no more than five ingredients.

Coles Chief Marketing Officer Lisa Ronson said the campaign is designed to inspire customers in the kitchen and make life easier.

"This year, we undertook one of the biggest customer studies ever conducted into the dinner time habits of Australians to really understand customer pain points and how we can help them through great value food solutions," Lisa said.

"We have created meal plans to help customers with some of the biggest challenges they face preparing dinner every night – from lack of time to cook from scratch to kids who turn their nose up at healthy options, and boredom with cooking the same handful of dishes every week because it seems too hard to try something new."

The study of almost 40,000 dinners consumed by Coles customers found that:

- While 94 per cent eat dinner, 55 per cent are only deciding what they will eat on that day;
- Three out of five prepare meals in less than 30 minutes;
- Two out of three eat before 7pm;
- One out of three use short cuts in the kitchen; and
- Preparing the ingredients is the biggest pain point when cooking dinner, followed by worrying if the meal is cooked right and the time it all takes.

There are 48 recipes included in the *What's for Dinner* meal plans including:

- **'Mince-it Monday'** Mexican tacos made in 20 minutes using Cook with Curtis Mexican Recipe Beef Mince, 168g packet Coles Hard Taco Shells, 300g pkt Coles Australian Iceberg Blend, 1 truss tomato, finely chopped and 300g jar Coles Mild Tomato Salsa (total cost \$16.60 or \$4.15 per serve);
- **'Meat Free Monday'** chicken-free schnitzel with slaw made in 20 minutes using 2 x 300g Herb & Sons Chicken Free Schnitzels, 520g Coles Family Coleslaw Kit and 1 avocado (total cost \$27 or \$6.75 per serve); and
- **'Weekend Beef and Thyme burgers'** made in 20 minutes with 500g packet Coles Beef Thyme & Parsley Burgers, 1kg packet frozen Coles Australian Potatoes Straight Cut chips, 4 Coles Brioche Burger Buns, 2/3 cup (150g) spinach dip and 60g packet Coles Australian Baby Spinach (total cost \$18.20 or \$4.55 per serve)¹.

¹ Total cost correct as at 9/10/2019

To help customers plan their week's dinners they can find all *What's for Dinner* recipes at www.coles.com.au, in the Coles magazine and catalogue and at the supermarket either on a recipe card or by scanning the QR codes on product displays to help customers plan their week's dinners.

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**For further information, please contact
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