

# Media Release

Wednesday 10 January 2024

## COLES KICKS OFF THE NEW YEAR WITH SIZZLING SAVINGS, WITH THE SPECIAL PRICE OF LAMB CHOPS THE LOWEST IN FOUR YEARS

- **Save \$6 per kilo on Lamb Loin Chops, was \$22 down to \$16 from today until 23 January**
- **New Great Value, Hands Down campaign lowers the price of more than 300 Aussie summer favourites with savings across popular big name brands and back to school essentials**

Coles is starting the new year with great value by lowering the price of more than 300 products in store and online, including a range of summer essentials across meat, deli and seafood, health, beauty and baby, pantry, bakery and more.

From Wednesday 10 January, customers can find great value when they shop at Coles, with hundreds of popular products and big-name brands lowered in price to support Aussie families during the entertaining season, school holidays and back to school period.

Inspiring Aussies to fire up the barbeque this summer, customers can enjoy the lowest price of Coles Australian Lamb Loin Chops in four years **for the next two weeks** at just \$16 per kilo, a saving of more than 25% and the special price of Australian Lamb Cutlets is just \$29 per kilo, saving customers \$5 per kilo until 23 January.

In addition, Coles is launching **12 weeks of Down Down prices** across its No Added Hormone Australian beef selected steaks range to cater for every budget including:

- **Coles Beef Sizzle Steak 400g** is now \$11.00 down from \$13.00 saving customers 15%
- **Coles Beef Rump Steak** is now \$22.00 per kilo down from \$28.00 saving 21%
- **Coles Beef Porterhouse Steaks 2pk 450g<sup>1</sup>** is now \$14 down from \$18 saving 22% (Victoria, Tasmania, Northern Territory and South Australia only)
- **Coles Beef Scotch Steak Fillet 480g 2pk<sup>2</sup>** is now \$16.00 down from \$22 saving customers 20% (New South Wales, Queensland and Western Australia only)

Victorian beef and lamb farmers, Brian and Chris Kyle have been supplying to Coles for more than 25 years and say the longstanding partnership has been one of great collaboration and consistency that has helped their family-owned business to deliver the best quality meat to Australians.

"Supplying to Coles for the better part of two decades has been an invaluable part of our story and the demand for quality meat is as strong as I can remember, with lamb in particular surging in popularity over the last few years."

<sup>1</sup> Porterhouse Steak price drop offer includes VIC, TAS, SA, NT only.

<sup>2</sup> Beef Scotch Steak price drop offer includes NSW, QLD, WA only.

"We're a multi-generational farming family. Our sons James, Michael, Peter and daughter Emma are following in our footsteps and we have over 20 of us, including grandkids, out on the farms in one way or another. Building up the family business and working with Coles has meant we can continue to evolve while providing the best quality meat to feed Aussie families like ours for years to come," Brian said.

Coles Executive General Manager Fresh, Andy Mossop, said Coles is committed to providing value to Australians throughout the new year as consumers increasingly seek budget friendly options that don't compromise on quality.

"Our customers are seeking lower prices and immediate value more than ever. We've lowered the price on a variety of essentials and customer favourites including a selection of household staples such as cheese, coffee, pasta, dishwashing tablets, baby needs and more."

Shoppers can snap up more great value with many seasonal fruit and vegetables lower in price compared to this time last year. Avocados, rockmelons and watermelon are all 40% cheaper<sup>3</sup> in addition to eggplants which are 41% lower and cauliflower is 20% lower in price than this time last year<sup>4</sup>.

"On top of thousands of weekly specials that provide great value and variety, these additional summer savings on hundreds of popular products are another way Coles is helping to keep healthy meals affordable and make budgets go further.

"Providing quality food and drink to our customers is at the heart of what we do, and it's our priority to continue to work hard to deliver good prices and great value for customers," Andy said.

Australian parents across the country are estimated to spend up to \$1,132<sup>5</sup> on new school supplies in 2024. To help ease the back-to-school financial burden on parents, Coles has dropped the price of breakfast and lunchbox staples including big name brands like Kellogg's, Chobani, Jalna, Bega, McCains, Heinz, Mission, Tip Top, Birds Eye and Carman's to help parents provide healthy, nutritious foods to fuel the family.

Customers can save on household cleaning and general needs with more big-name brands slashed in price such as Fairy Platinum Plus Dishwashing Tablets 28pk, now \$22.00 from \$47.00, saving customers over 50% and Somat Gold Dishwashing Tablets 51pk will be lowered from \$35.00 to \$21.00, saving customers 40%.

### **Beef, lamb, pork and chicken lowered in price from 10 January include:**

**Coles Beef Sandwich Steak 400g** (was \$12.00, now \$10.00 – 17% saving)

**Coles Beef Sizzle Steak 400g** (was \$13.00, now \$11.00 – 15% saving)

**Coles Beef Scotch Steak Fillet 480g 2pk<sup>6</sup>** (was \$20.00, now \$16.00 – saving 20%, NSW, QLD and WA only)

**Coles No Added Hormone Beef Porterhouse Steak 2pk 450g** (was \$18.00, now \$14.00 – saving 22%, VIC, TAS, SA, NT only)

**Coles Lamb Shoulder Butterflied with Smokey Marinade** (was \$20.00, now \$18.00 – 10% saving)

**Coles Pork Loin Steaks Thin Cut 500g** (was \$10.00, now \$8.50 – saving 15%)

**Coles Lamb Strips with Souvlaki Seasoning 500g** (was \$11.00, now \$10.00 – 9% saving)

**Coles Lamb Rump Steak 215g** (was \$6.00, now \$5.50 – 8% saving)

**Coles RSPCA Chicken Thigh Fillets Large Pack** per kilo (was \$13.50, now \$12.50 – 7% saving)

**Coles Butcher Lamb Leg Roast Boneless** (was \$16.00 per kilo down from \$15.00 – 6% saving)

**Coles RSPCA Chicken Portions marinated with BBQ Rub** (was for \$8.00, now \$7.00 – 13% saving)

**Coles RSPCA Chicken Portions marinated with Herb Sprinkle** (was for \$8.00, now \$7.00 – 13% saving)

**Coles Pork Spare Ribs Large Tray** (was \$21.00, now \$17.00 – saving 19%)

<sup>3</sup> Coles WTD data W26,27,28.

<sup>4</sup> Coles WTD data W24,25,26,27.

<sup>5</sup> Finder – Back to school costs 2024, How much do school supplies cost? - <https://www.finder.com.au/back-to-school-costs#how-much-do-school-supplies-cost>

<sup>6</sup> Beef Scotch Steak price drop offer includes NSW, QLD, WA only.

**Coles RSPCA Chicken Breast Schnitzel Garlic & Herb Crumb 600g<sup>7</sup>** (was \$10.50, now \$9.00 – 14% saving, NSW, QLD, SA, TAS, VIC only)

**Coles RSPCA Chicken Breast Schnitzel Plain Crumb 600g** (was \$10.50, now \$9.00 – 14% saving)

#### Additional Great Value summer savings:

**Fairy Platinum Plus Dishwashing Tablets 28pk** (was \$47.00, now \$22.00 – saving 53%)

**Coles Dairy Cheese Tasty Extra 250g** (was \$6.00, now \$5.00 – saving 17%)

**Daley Street Q-Graders Cremorne Ground Coffee Beans 250g** (was \$12.00, now \$9.60 – saving 20%)

**Nivea Body Wash Cocoa & Macadamia Oil 1l** (was \$17.00, now \$9.50 – saving 44%)

**Coles Bacon Short Cut Rindless 200g** (was \$6.40, now \$5.40 – saving 16%)

**Somat Gold Dishwashing Tablets 51pk** (was \$35.00, now \$21.00 – saving 40%)

**Sorbent Toilet Tissue Silky White 16 Pack** (was \$14.00, now \$9.80 – saving 30%)

**CCA Fanta Orange 24pk and Sprite Lemonade 24pk** (was \$36.70, now \$20.00 – saving 46%)

**Chobani Fit High Protein Greek Yogurt 680g Strawberry and Vanilla** (was \$7.50, now \$7.00 – saving 7%)

**Hakubaku Organic Ramen Noodles 270g** (was \$4.00, now \$3.00 – saving 25%)

**Glad To Be Green Cling Wrap 50% Plant Based 50m** (was \$6.00, now \$5.00 – saving 17%)

**Grandma's Golden Wok Chicken Gyoza 800g** (was \$19.80, now \$13.00 – saving 34%)

**Queen Victoria English Breakfast Tea Bags 50pk** (was \$6.00, now \$4.00 – saving 33%)

**Carman's Oat Bakes Health Snacks High Fibre Dark Choc & Cherry 175g** (was \$6.90, now \$5.00 – saving 28%)

#### Back to school breakfast and lunchbox savers:

**Coles Sliced Peri Peri Roast Chicken Breast 150g** (was \$6.00, now \$5.00 – saving 17%)

**Coles Shredded Roast Chicken Breast 150g** (was \$6.00, now \$5.00 – saving 17%)

**Coles Soft White Wraps 8pk** (was \$2.70, now \$2.40 – saving 11%)

**Ikina Bamboo Fibre Lunch Box** (was \$12.00, now \$9.60 – saving 20%)

**Glad Stretch Tech Storage Bags Large** (was \$4.50, now \$2.90 – saving 35%)

**Ikina Stainless Steel Bottle** (was \$16.00, now \$12.80 – saving 20%)

**Ikina Insulated Lunch Bag** (was \$18.00, now \$14.40 – saving 20%)

**Kellogg's Corn Flakes Breakfast Cereal 380g** (was \$5.00, now \$4.50 – saving 10%)

**SPC Diced Fruit in Jelly 4pk 120g, Peaches Orange 480g** (was \$4.70, now \$4.00 – saving 15%)

**SPC Little Tubs of Apple Puree 4pk 120g** (was \$4.70, now \$4.00 – saving 15%)

**Coles Dairy Cheese Tasty 250g** (was \$6.00, now \$5.00 – saving 17%)

Customers looking to supercharge their Flybuys will find additional value and receive 10x Flybuys points<sup>8</sup> when purchasing some everyday essentials including Coles soft white wraps 8pk, 360g, Coles RSPCA Chicken Breast Schnitzel Plain Crumb, Sanitarium Weetbix 1.2kg, Carman's Bars 110 - 270g, Sprite and Fanta 24 x 375ml and Daley St Nespresso Compatible Coffee Capsules 10pk.

To help combat food waste, and to save customers time and money, the January Coles Magazine will share delicious, budget friendly recipes using key products that have been lowered in price <http://www.coles.com.au/coles-magazines/>

<sup>7</sup> Available all states excluding WA.

<sup>8</sup> Offer valid in-store or online at Coles only, subject to store availability (excludes Coles Express and purchases through any external third-party platforms such as Uber Eats, DoorDash etc.). To qualify for this offer you must be a Flybuys member and present your Flybuys at the time of purchase. No rainchecks. Bonus points will be collected when you purchase any qualifying product. 10x points on Carman's Cholesterol Low Bar Apple & Blueberry 225g, Carman's Oat Bakes Highfi Dark Choc Cherry 175g, Carman's Oat Bakes Lowcarb White Choc & Raspb 175g, Carmans Classic Fruit & Nut Muesli Bars 270g, Carmans Dark Choc Cherry & Coconut 210g, Carmans Low Sugar Slice White Choc Coconut 150g, Carmans Nut Bar Almond Cashew & Cranberry 175g, Carmans Nut Bar Almond Hazelnut & Vanilla 175g, Carmans Nut Bar Dark Choc Espresso 160g, Carmans Nut Bar DarkChoc MacAdamiaCoconut 160g, Carmans Nut Bar Greek Yoghurt & Blueberry 160g, Carmans Original Fruit Free Muesli Bars 270g, Carmans Protein Bakes Salted Caramel 5 Pack 175g, Carmans Protein Nut Butter Peanut Butter Bars 4PACK, Carmans Super Berry Bar Cranberry Blueberry & Goji 270g or Carmans Slice Mint Dark Choc & Coconut 6pk 150g valid between Wed 10 Jan to Tue 16 Jan 2023. 10x points on SANITARIUM CEREAL WEET BIX 1.2KG, Daley Street Medium/Dark Aluminium Nespresso Compatible Coffee Capsules 10 Pack, Daley Street Intense / Extreme Aluminium Nespresso Compatible Coffee Capsules 10 Pack, Daley Street Intense Aluminium Nespresso Compatible Coffee Capsules 10 Pack, Daley Street Medium Aluminium Nespresso Compatible Coffee Capsules 10 Pack, Daley Street Dark/Intense Aluminium Nespresso Compatible Coffee Capsules 10 Pack or Daley Street Dark Aluminium Nespresso Compatible Coffee Capsules 10 Pack, CCA 24 pack Fanta Orange or CA Flav 24X375ML Sprite Lemonade, Coles Soft White Wraps 8PK:360g, Coles RSPCA chicken breast schnitzel plain crumb valid between Wed 10 Jan to Tue 23 Jan 2024. 10x equals 1 standard Flybuys point and 9 bonus points per \$1 spent per transaction. Points awarded after savings and discounts. Excludes Gift Cards, Tobacco and Tobacco related purchases. Points collected from this promotion will appear in qualifying members' accounts within 48 hours after qualifying shop. Flybuys' privacy policy applies. Standard Flybuys terms and conditions apply and are available at flybuys.com.au.

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