

# Media Release

**coles** | Value the Australian way

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## **COLES HELPS MAKE “HEALTHIER LIVING” EASIER AND MORE AFFORDABLE**

***New survey reveals one in three Australians rate their general health and wellbeing poorly, only 14% eat daily recommended servings of vegetables and less than half feel financially secure***

Coles is launching a new program to help make “Healthier Living” easier and more affordable for Australians, kicking off with 28 days of health deals, double Flybuys points on all fresh fruit and vegetables and selected health-related products<sup>1</sup>, recipes approved by the Heart Foundation and fitness tips delivered by some of Australia’s best athletes including World and Olympic Champion Sally Pearson.

In partnership with the Heart Foundation, Coles has undertaken its biggest survey into the health and wellbeing of Australians<sup>2</sup> finding that:

- around one in three Australians rate their own health and wellbeing as poor;
- whilst 61% of Australians consider their diet to be healthy, most fall short on essential foods like fruit, grains, dairy and legumes with only 14% of respondents eating five serves of vegetables daily;
- 3 in 5 Australians are eating more discretionary foods than recommended;
- less than 1 in 2 Australians feel financially secure; and
- Only 45% of Australians are regularly taking part in dedicated and more vigorous fitness activities.

From today, customers will be offered 28 days of daily online discounts of up to 50% and hundreds of bonus Flybuys on fresh fruit and vegetables and health-related products including selected Extra Virgin Olive Oil, Weetbix, Coles 5-star beef mince, Heritage Mill Range, Yoghurt, Wellness Road Range, Coles free range eggs and snacking fruit and nuts.

Free “Coles Healthier Living” recipes booklets will be available for customers in store and online featuring exclusive, tasty and affordable recipes from the Heart Foundation like Cheesy Salmon Frittatas, Turkey Burgers with Herbed Yoghurt Sauce, a delicious healthy dessert – Banana and berry swirl frozen yoghurt and Tandoori Lamb with smashed potatoes.

At [coles.com.au/healthierliving](https://coles.com.au/healthierliving), customers will find even more Heart Foundation approved recipes, expert advice, fitness tips from some of Australia’s favourite sporting stars and how-to videos featuring Michelin Star Chef and Coles Ambassador Curtis Stone cooking some of his new healthy recipes.

Coles Chief Marketing Officer Lisa Ronson said health and wellbeing has never been more important to Australians than it is today.

“Coles Healthier Living seeks to make caring for health and wellbeing easier for our customers and provide incentives and daily tips and tricks to help Australians look after themselves and their families,” Ms Ronson said.

<sup>1</sup> Offer valid at Coles Supermarkets and Coles Online from 10/2/21 – 9/3/21.

<sup>2</sup> Survey of 3732 Australians Conducted between 9<sup>th</sup> October and 5<sup>th</sup> November 2020

“Over the past year we have undertaken one of our biggest surveys into how our Australians feel about health and wellbeing including factors such as diet, physical exercise, mental wellbeing and financial security. The findings have helped us create meaningful ways for Australians to build health and wellbeing into their everyday lives such as when they shop, cook and engage in physical and social activities like entertaining and exercise.”

“At Coles, we have taken significant steps to expand our health offering by increasing our focus on fresh food, removing artificial colours and flavours and introducing new affordable healthy meal solutions and product ranges such as Wellness Road.”

“Combined with the important partnerships we have established with the Heart Foundation, AFL and AFLW, Little Athletics, Stephanie Alexander Kitchen Garden Foundation and the Resilience Project, we want to be a destination for health and live our purpose to sustainably feed all Australians and help them live healthier and happier lives,” she said.

Heart Foundation Group CEO, Adjunct Professor John Kelly, welcomed the launch of Coles Healthier Living to support Australians in building healthy food habits at the start of a new year.

“COVID boosted people's interest in cooking at home. Through our heart-healthy recipes, we're offering 28 days of easy, tasty meal ideas and tips as a positive way to support people's health and wellbeing,” Professor Kelly said.

“Evidence shows a poor diet can lead to an increase in several risk factors for heart disease, like being overweight, high blood pressure and high cholesterol. Heart disease is the single leading cause of death in Australia.

“The good news is that adding more fresh vegetables, fruit, wholegrains and healthy proteins like fish, beans or smaller amounts of lean animal products to your plate are some of the best ways to support your heart. Healthy eating is a pattern over time and making some simple changes can help people live well for longer.”

“We know people are seeking practical ways to improve their health as part of their everyday lives. We are delighted to partner with Coles in providing recipes, tips and support to help millions of Australians improve their diets.”

## **COLES HEALTHIER LIVING ONE-DAY ONLINE ONLY DEALS FOR WEEK 1**

Feb 10 – 50% off Wellness Road Range + Double Flybuys points

Feb 11 – 50% off all Coles Gluten Free Bakery Products

Feb 12 – 10 x Flybuys points on selected Olive Oils

Feb 13 – \$10 off your online shop when you spend \$150 or more

Feb 14 – 20% off all Weetbix and Red Tractor Range

Feb 15 – 10 x Flybuys points on 5 star lean mince

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**For further information, please contact:**

Coles Media Line (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)