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## **THE FAN FAVOURITE COLES HOT ROAST CHOOK HAS A “MITEY” MAKEOVER**

*Coles partners with Bega to offer a limited-edition VEGEMITE infused flavour combination*

Coles has combined two of Australia's most iconic food products, VEGEMITE and the Coles RSPCA Approved Hot Roast Chicken in a match made in culinary heaven. The new Coles VEGEMITE BBQ Hot Roast RSPCA Approved Chicken will offer customers a tasty new option to elevate the next family get together.

Coles RSPCA Approved Hot Roast Chicken has been a mainstay of Aussie backyard BBQs for generations, and as the entertaining season and warmer weather approaches, add a twist to the much-loved family classic.

Following the success of the Coles Honey BBQ Hot Roast RSPCA Approved Chicken that landed in stores earlier this year, and the spicy Mexican-flavoured combination that launched in 2020, this new taste sensation will offer customers a sure-fire way to add an unexpected subtle VEGEMITE flavour into their favourite recipes.

A little-known secret is that adding VEGEMITE to foods is a great way to enhance savoury flavours. This sparked the idea of combining much-loved Aussie VEGEMITE with Hot Roast Chicken to create a subtle and moreish umami flavour.

The release of the VEGEMITE and Coles RSPCA Approved Hot Roast Chicken also comes off the back of the success of Coles' cheesy VEGEMITE Hot Cross Buns, which sold out in just five weeks after launching in December of 2021, three weeks ahead of forecast.

Coles Product Developer for Seafood & Deli, Tim Hickox said Coles was always looking to improve its popular grab-and-go Coles RSPCA Approved Hot Roast Chicken, whether it is switching up the flavours or adding popular new lines like Classic Homestyle No Added Hormones Hot Beef Brisket and Classic Homestyle Hot Roast Lamb.

“Coles Hot Roast Chickens are in the top three of the best-selling products in store, but we are always looking to make them more attractive to customers. We know our customers love our hot roast chickens, and we know how much they love VEGEMITE, so merging the two to create a delicious spin on a fan favourite was a must-do,” said Tim.

“We always want to delight our customers, giving them something they have never had before. We have spent many months ensuring we have nailed the perfect flavour profile so that our customers still get the taste of two iconic products they love, in an exciting new way.”

Bega Foods' General Manager Marketing, Matt Gray said Bega is excited to be working with Coles on this innovative new product right in time for summer entertaining.

“Following the successful launch of our limited-edition 'Mitey Meals' labels earlier this year, we are so pleased to be able to bring our customers another way to enjoy VEGEMITE with Coles' BBQ Hot Roast RSPCA Approved Chicken. This product is set to be a favourite across the summer months, particularly for those looking to get their VEGEMITE fix any time of the day.”

Available from Friday, 11 November, the brand-new Coles VEGEMITE BBQ Hot Roast RSPCA Approved Chicken from the Deli are available in select Coles stores nationally for \$13 each.

**For further information, please contact**

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