

Media Release



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COLES TRANSFORMATION TO ACCELERATE WITH LAUNCH OF COLES&CO DIGITAL CHANNEL *Countdown to Thursday go-live for daily online shopping inspiration*

As Australians increasingly look online for their daily shopping inspiration, Coles is launching coles&co, a brand new experience that will offer the very best specials alongside exclusive content to inspire customers with new products, tips and recipes.

"With COVID-19, we've really seen a shift to online shopping in the last few months, as lots of our customers try our contactless home delivery and Click&Collect services for the first time. We've also seen an increase of more than 50% in readership for our digital catalogue since March," said Coles Group CEO Steven Cain.

"We are living at a time of unprecedented societal change, including a surge in the diversity of consumer tastes and dietary needs. As customers add more fresh food to their diet they're shopping more often, and their appetite for immediacy and digital information means a weekly, one-size-fits-all, catalogue in their letterbox is no longer as relevant for them as it once was.

"We're using our digital capabilities to replace it with something more personalised. As we add new features, this could include recipes that change daily rather than weekly, as well as tailored content on food and drink trends.

"We will be investing more in digital content and capability for customers and suppliers, as well as better value by lowering the cost of breakfast, lunch and dinner, and improving our sustainability by reducing our reliance on paper."

coles&co features 'shoppable' specials, allowing customers to do their shopping right from the screen. Just tap on a product to add it to your basket, and then check out via our online shopping services – or save it as a shopping list to take with you when shopping in store.

Coles chefs and other contributors, including customer favourite Curtis Stone, will eventually provide new content every day, including tips and tricks on how to make the most of in-season fruit and veggies, and recipes for quick, simple and healthy meals to help customers eat better while saving money.

From Thursday, Customers can access coles&co at coles.com.au, where they can also sign up to unlock new exclusive content and previews of weekly specials, including many at half price.

With the shift in customer preference towards digital communications, from 9 September 2020 Coles will no longer deliver printed catalogues to letterboxes.

"Since 2000 we have delivered around 200 billion pages of weekly catalogues to letterboxes across Australia," Mr Cain said.

Mr Cain said ceasing the delivery of printed catalogues would save over 10,000 tonnes of paper every year – the equivalent of an estimated 80,000 trees.

"We're committed to being Australia's most sustainable supermarket and reducing our reliance on paper by prioritising digital channels like coles&co is a significant step towards that goal," Mr Cain said.

A significantly reduced volume of printed weekly catalogues will continue to be available in store.

BACKGROUND

The delivery of weekly printed catalogues to customer letterboxes has been a feature of the Australian supermarket shopping experience for decades.

This was temporarily suspended during the first wave of COVID-19 due to limited product availability caused by a surge in demand.

Customer trends both in Australia and internationally have seen fewer households make use of printed catalogues each year, as they increasingly look to social media, TV cooking shows and online shopping sites to inform and inspire their shopping decisions.



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For more information, please contact:

Coles Media Relations: (03) 9829 5250 or media.relations@coles.com.au