

Media Release

coles | Value the Australian way

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THE VERDICT IS IN! COLES SCOOPS UP TOP WINS AT PRODUCT OF THE YEAR AWARDS

From pantry staples to skincare, bacon to baby wipes, customers can bag an award-winning product in almost every aisle at Coles

Thousands of Australians have voted **11 Coles exclusive and Own Brand products** from across the supermarket aisles as winners at the prestigious 2023 Product of the Year awards.

The most awarded retailer for the third year running; Coles collected top gongs across 11 different categories, including fresh meat, pantry, convenience and skincare.

Product of the Year is the world's largest consumer-voted awards program which recognises product innovation and serves as a shortcut for shoppers helping them to save time and money.

The complete list of 11 award-winning products exclusive to Coles are:

- Coles Salted Caramel Sticks Vienna Sticks 5 pack
- Coles 90 Calorie Fibre Bakes Choc Brownie 5 Pack 120g
- Coles Flavour Creations Homestyle 8 Veg & Chicken Soup 430g
- Coles PerForm Chicken, Kale & Quinoa Soup
- Coles Rolled Oats Value Pack 1.8kg
- Coles Australian Extra Virgin Olive Oil 1L
- Coles Sweet Potato Chips 750g
- Coles Finest Certified Carbon Neutral Beef Scotch Fillet Steak
- Coles Free Range Pan Sized Middle Bacon 200g
- CUB Biodegradable Fragrance Free Baby Wipes 80pk
- KOi for Men Hydrating Aloe & Patchouli Face Moisturiser 100mL

Coles General Manager Own Brand Charlotte Rhodes said, "Coles works closely with some of Australia's best producers to create great value, new and innovative products to inspire customers and help us fulfil our strategy to make Coles an Own Brand Powerhouse."

"Our customers are at the heart of what we do at Coles, and we are proud to be recognised by them in this year's Product of the Year Awards – particularly across so many categories which means our customers can pick up an award-winning product in nearly every aisle from delicious ice cream, healthy convenience meals to 100% Aussie meat."

"We are committed to helping Aussie household budgets go further by offering top quality products at affordable prices through our Own Brand and exclusive products."

Convenience and health-focussed options were common themes across the winners with **Coles Flavour Creations Homestyle 8 Veg & Chicken soup** and **Coles PerForm Chicken, Kale & Quinoa soup** named the award-winning solution for a healthy balanced, low carb meal. Coles PerForm range is packed with up to 27 grams of protein per meal – perfect as a quick and easy, nourishing protein-rich soup to complement exercise, diet or lifestyle goals.



Aussies have proved they can indulge with a delicious brownie without the guilt, choosing **Coles' 90 Calories Fibre Bakes Choc Brownie** 5 pack as the perfect guilt-free, fudgy sweet treat, with less than 7 grams of sugar this winning product is guaranteed to hit the spot.

We will all be screaming for ice cream with this tasty twist on a family favourite, and this time in salted caramel – **Coles Salted Caramel Vienna Sticks** dominated in its category and now summer, with a ripple of flavour and chocolate layers made with Rainforest Alliance Certified cocoa.

To complement any meal, spuds are standout in every form and **Coles Sweet Potato Chips** are no exception after taking out the top tier status. These rustic-style chips are made from 100% Australian grown sweet potatoes from Bundaberg, Queensland and will be a crowd favourite at barbeques this summer – oven or air fried to crispy perfection.

With Australians increasingly looking to make more environmentally conscious choices, they've picked Coles' mouth-watering **Coles Finest Certified Carbon Neutral Beef Scotch Fillet Steak** to be centre of plate at dinner, delighting the appetite while also not contributing to carbon emissions. Coles also brought home the bacon with its Australian made **Coles Free Range Pan Sized Middle Bacon 200g** winning in its 'small goods' category.

The accolades are able to be enjoyed by Aussies of all ages and stages of life. **CUB Biodegradable Fragrance Free Baby Wipes** 80pk won over the voting panel in the baby care category – a budget and eco-friendly product for bubs bottoms.

For the bougie blokes or for those who are looking for an affordable alternative to taking better care of their skin, KOi for Men topped the charts with its **KOi for Men Hydrating Aloe & Patchouli Face Moisturiser** 100ml. Thoughtfully crafted with natural fragrances and feel-good ingredients like Australian Kakadu Plum extract, aloe vera, patchouli oil, ginger oil, and vitamin E to hydrate and enrich your skin, the hydrating face moisturiser will transform your everyday routine.

To close out the 11 awards, Coles came out on top when it comes to household essentials, with **Coles Rolled Oats Value Pack** 1.8kg and **Coles Australian Extra Virgin Olive Oil** 1L both deemed must-have, great value Australian staples.

Product of the Year Director Sarah Connelly said, "Every year we see own brand products raising the bar in innovation, quality and value for money. Consumers are voting for them because they are innovative, affordable and come from a brand they know and trust."

Product of the Year is Australia's largest independent consumer survey involving over 5,000 consumers. A jury panel tests each product to ensure they meet the entry criteria before consumers are asked to vote for category winners.

Product of the Year was founded in France in 1987 and the competition now takes places in over 40 countries. Product of the Year has been running in Australia since 2010.

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For further information, please contact

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