

# Media Release

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## **COLES CUSTOMERS TO SNAP UP HALF-PRICE AUSTRALIAN LOBSTERS THIS CHRISTMAS**

*Coles takes on abundant supply of MSC certified WA rock lobsters to help industry as well as customers to save big on the luxe Christmas crustacean*

Australians now have even more of a reason to enjoy an Australian lobster this festive season as Coles takes on an abundant supply of Western Australian Rock Lobsters destined for the export market and slashes the price for customers to enjoy ahead of Christmas.

Coles' purchase of Western Rock Lobsters has provided an avenue to move volume domestically by purchasing 29 times the amount of lobsters compared to last year.

From this weekend, Western Rock Lobsters will be available at Coles Delis nationwide at an all time low price of \$20 each which is more than half the price offered at supermarkets last year.

Coles General Manager for Bakery, Deli and Seafood, Andy Mossop, said the supply arrangement is a win for the industry and for Coles customers.

"Coles is committed to supporting local producers and providing great value for customers, and this is a fantastic example of how we have been able to act quickly to support our suppliers with an income stream during a very challenging time while also benefiting our customers at the checkout," Andy said.

"With Christmas around the corner, we are gearing up for the biggest week of the year for seafood sales with customers purchasing 70% more in December compared to other months. We are delighted to be able to offer premium quality and sustainable Australian seafood like WA Rock Lobsters at exceptional prices and help customers enjoy a luxury Christmas staple for less this year."

Over 20 years ago, the pioneering Western Australian rock lobster fishery became the world's first MSC certified sustainable fishery. Around half of Australian seafood is now MSC certified, well above the global average of 15% made up of over 400 fisheries around the world.

Marine Stewardship Council Program Director of Oceania, Anne Gabriel, welcomes the news for the rock lobster fishers and for Australians who can now enjoy a wild and sustainable lobster-filled Christmas thanks to Coles.

"By stocking Western Australian rock lobster this Christmas, Coles have really thrown a lifeline to the Western Australian fishing community and are demonstrating further support for sustainable fishing practices," she said.

"With a third of global fish populations overfished, choosing sustainable seafood with the blue fish tick supports livelihoods, communities and helps protect one of the last major food sources truly from the wild.

“Fish and marine life, like lobsters need time to grow and reproduce. Sustainable fishing allows that to happen. When you see the MSC blue fish tick label on Aussie lobster at your local Coles deli counter, you can feel good that your purchase is not only good for your pocket, but for the ocean and those that depend on it too.”

Coles proudly sources sustainable Australian seafood from suppliers across the country. This includes flathead and whiting from Lakes Entrance Fishing Co-op and Sea Bounty Mussels in Victoria, Tassal salmon from Tasmania, Rock Lobster and ocean-farmed Cone Bay Barramundi from WA, and prawns and Walker Seafood yellow-fin tuna from Queensland.

Since the pandemic began, Coles has signed up dozens of new Australian producers and increased purchases from existing suppliers who have been unable to sell into their usual customer base as a result of export restrictions or the shutdown of restaurants during lockdown periods. This includes WA Rock Lobsters, Walker Seafood yellow-fin tuna, Pocket Herbs from Tweed Heads and Do Good Labs snack range from Brisbane.

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