

**TUESDAY 12 APRIL 2022**

## **ICONIC CHOCOLATERIE LAUNCHES EXCLUSIVE RANGE OF EASTER EGGS AT COLES LOCAL STORES ACROSS VICTORIA**

*Hop into Coles Local for a new Easter range from Great Ocean Road Chocolaterie*

Coles Local stores across Victoria will be home to an exclusive range of chocolate easter eggs from famed regional supplier the Great Ocean Road Chocolaterie, arriving just in time for your Easter shop.

The delicious offering includes premium easter eggs in dark, milk, white and caramelised white chocolate, as well as delectable polka dot eggs in a basket, "Thumper" the chocolate bunny and his relative "Clarence", all shipped straight from the much-loved regional chocolate maker to Coles Local stores across the state.

The Great Ocean Road Chocolaterie makes Easter eggs and treats that are ethically sourced, and they rarely sell their artisan chocolate outside of their three regional outlets, making this partnership extra special. Owners Ian and Leanne Neeland invented the idea of 'destination chocolate' with travellers heading to the Great Ocean Road, the Yarra Valley, and the Mornington Peninsula to experience this premium Victorian food brand. Now, as a special easter gift, you can get them at your Coles Local making it easier to have a gourmet Easter Sunday.

"The idea of a getting high-quality presentation of our products in the inner-city suburbs of Melbourne was very exciting for us. We saw it as an opportunity to reach customers with our premium product, who may not have heard of us," Ian said.

"We have spent many years creating a product we know Victorians love, and it is really exciting knowing we will be able to reach so many more people through this exciting partnership with Coles Local."

To celebrate Easter this year, Coles Local has also partnered with two other of Victoria's best-known regional food producers, The Fishery and Cremorne Street Bakers, to continue in delivering premium produce at convenient locations for their customers.

With a huge range of specially curated, pre-packaged products like whole barramundi, salmon and choice cuts of smooth dory, The Fishery team are seafood experts who have been working with the best suppliers in Australia and New Zealand for the past three decades.

Customers in Surrey Hills will also get a special 'salmon station' at their Coles Local where The Fishery team will be on hand to customise the freshest cuts of salmon to suit all sizes of Easter gatherings.

Following the success of the reimagined hot cross bun with its jalapeno and cheese offering, Coles will also offer eight specially created treats from Cremorne Street Bakers including single-serve hot cross bun cookies and bunny-shaped 'Some Bunny Loves You' biscuits.

Head of Coles Local Michael Fahd said he was thrilled to welcome the regional suppliers to Coles Local and is excited to offer more premium products to customers.

"Easter is a great time for celebrating with friends and family whether it is a seafood banquet, an Easter egg hunt or a family breakfast of hot cross buns. And while there are many traditions surrounding the

Easter season, we are always looking to mix things up and add new products to our range providing customers with more options for egg-cellent entertaining." Michael said.

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**For further information, please contact**

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