

FRIDAY 12 JULY 2019

LITTLE SHOP IS BACK AT COLES AND IT'S BIGGER AND BETTER THAN EVER ***Brand new collection of 30 minis officially revealed, featuring Australia's favourite brands***

The little grocery collectables that took Australian shoppers by storm are making a much-anticipated comeback at Coles next week, with the supermarket officially unveiling this year's brand new collection.

Described as a "phenomenon", "hugely popular" and "incredibly cute," the first Coles Little Shop saw tens of thousands of Aussies form or join online swapping networks, while thousands more attended swap meets across the country to complete their collections last year.

This year, Little Shop 2 will celebrate some of Australia's most iconic supermarket products with the new collection including Arnott's Original Barbecue Shapes, Heinz Baked Beans, Tip Top bread and Campbell's tomato soup.

There will be 30 mini replicas available for customers to collect – with one of the most popular items from last year making a mini comeback. Vegemite has created a special edition vintage mini to celebrate the popular spread's long history on Australian shopping lists.

With merchandise like mini trolleys, baskets, shopfronts, aprons and shopping bags selling out within days of last year's launch, Coles is introducing additional products to help customers bring Little Shop 2 to life, including a brand new Coles replica truck and a cute toy cash register.

There will also be new collector cases available, making it even easier for customers to keep and enjoy their minis into the future.

Coles Chief Marketing Officer Lisa Ronson said Coles is delighted to be bringing back the most loved collectable campaign the supermarket has ever had.

"The first campaign was embraced by customers of all ages and brought to life the traditional hobby of collecting enjoyed by all generations," Lisa said.

"It's wonderful how Little Shop brings family, friends, work colleagues and communities together by encouraging them to swap and share their minis to help each other complete their collections."

"We have been inundated with requests to bring Little Shop back and we know customers will be very excited about this brand new collection, which celebrates some of the most recognisable products in Aussie homes.

"We have worked with our suppliers to make this year's campaign even bigger and better than ever before and we think customers will be excited to find out about additional surprises we have in store for them."

Mum of two Kristy Davis said she is thrilled that Little Shop is returning to Coles, and predicts the new collection is going to be a hit with Aussie families.

"Little Shop definitely makes the weekly shop more exciting and creates extra entertainment in our house. It also helped teach Shylah and Giselle about the value of groceries and managing the family budget," Kristy said.

"There are very Australian things in there this year with Vegemite and baked beans. I love the attention to detail, especially on the bread and the cookies; we already buy those cookies so they are definitely going to be a hit in our household, there seems to be a lot of family favourites in there."

From Wednesday 17 July, customers will be offered a free collectable with every \$30 spent at Coles supermarkets, Coles Online and for the first time customers will be able to collect Little Shop minis at Coles Express with fuel or convenience store purchases. Exclusions apply and while stocks last. For full terms & conditions visit coles.com.au/littleshop.

Complete list of products included in the Little Shop Collector Case:

- Heritage Mill Apple Crumble Clusters
- Leggos Pizza Sauce
- Arnotts Original Barbecue Shapes
- Gillette Fusion 5 Razor
- Bref Power Active Juicy Lemon Toilet Cleaner
- Eclipse Spearmint Mints
- Primo English Style Ham
- Olay Complete Defence Moisturising Lotion
- Chobani Greek Yoghurt Flip
- My Dog Meaty Loaf
- Coles Special Burger Sauce
- Finish Dishwashing Cleaner
- Coles Prepaid Gift Card
- Messy Monkeys Snack Bars
- Coles Ultimate Choc Chip Cookies
- Maggi Chicken Wholemeal 2 minute noodles
- Bulla Thickened Cream
- Moccona Classic Medium Roast Coffee
- Latina Fresh Beef Ravioli
- Australian Field Fresh Garden Peas
- Kleenex Value Pack Toilet Paper
- Australia's Own Full Cream A2 Protein Milk
- Mount Franklin Lightly Sparkling Water
- Tip Top The One Bread
- Dynamo Professional Washing Liquid
- Vegemite
- Heinz Baked Beans No Added Sugar
- Edgell Black Beans
- Campbells Condensed Tomato Soup



For further information, please contact
Media Relations on (03) 9829 5250 or media.relations@coles.com.au