

# Media Release

**coles** | Value the Australian way

**Wednesday, 12 July 2023**

## **MATT PRESTON LAUNCHES COLES SECONDBITE WINTER APPEAL**

Coles today launched its annual national winter appeal with Australia's largest free food rescue organisation SecondBite, to help more than 1,100 community organisations across the country feed Aussies in need.

From today until Tuesday, 25 July, Coles shoppers can help support the SecondBite Winter Appeal by purchasing a \$2 donation card at the supermarket checkout or by making a donation of their choice in store or via Coles Online. Donations will also be accepted at Liquorland, Vintage Cellars or First Choice Liquor Market stores until Tuesday, 1 August.

All funds raised will enable SecondBite to rescue unsold, edible food from growers, manufacturers and retailers and redistribute it free of charge to charity partners across Australia like Christ Church Community Centre in St Kilda.

SecondBite ambassador, food writer and TV personality Matt Preston helped launch the appeal by assisting volunteers at Christ Church Community Centre stock their community food pantry with rescued food from Coles.

"I've been a SecondBite ambassador for over 10 years now but it's always humbling to spend the day rescuing and delivering food to people in need," he said.

"Food is about more than satisfying hunger. It's about social connections for not just clients but volunteers as well and many of SecondBite's charity partners also provide housing, emotional and financial support."

"I hope shoppers can support the Coles SecondBite Winter Appeal if they are in a position to help, because every dollar raised is five meals provided to people in need."

Christ Church Community Centre manager Elizabeth Rooney said demand for food relief has increased over the past five years.

"Our agency relies on the food delivered by SecondBite every week to help fill our community pantry," she said.

"The food we receive from SecondBite is helping Aussies from all walks of life - young, old, single people, families and from all cultural backgrounds. Without this service, many of our clients would not be able to consistently put food on the table."

Coles Group General Manager, Corporate and Indigenous Affairs Sally Fielke said the partnership with SecondBite is testament to Coles' commitment to support communities across Australia.

"Since 2011, Coles has donated the equivalent of more than 200 million meals to help Australians in need, including fruit, vegetables, bread and meat from our supermarkets and distribution centres," she said.

“We also awarded SecondBite a \$500,000 Coles Nurture Fund grant last month to purchase critical equipment for its five warehouses across Australia, which will help provide up to six million additional meals for Aussies in need every year.”

“All funds raised in this year's Winter Appeal at Coles will be passed onto SecondBite so that they can continue to provide food for cooked meals, food hampers and community pantries.”

Coles also donated an additional four pallets of food and grocery to Addison Road Community Centre in Marrickville, NSW, where Coles team members helped packed 250 food hampers for local residents alongside Coles ambassador Courtney Roulston and Addi Road volunteers as part of the national SecondBite Winter Appeal launch.

In the past 12 months, Coles has donated more than 17.7 million kilograms of unsold, edible food diverted from landfill, equivalent to 35 million meals. In addition to the 200 million meals donated since 2011, a further two million kilograms of food – enough for four million meals – has been donated to SecondBite from Coles distribution centres, including bulk donations to meet increased demand during the COVID pandemic.

Shoppers can also support SecondBite this winter by purchasing selected Coles Kitchen 300g soup or Coles Kitchen Diced Veggie Medley 450g, with 10 cents of every specially marked product sold going to SecondBite until Sunday, 3 September.

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**For further information, please contact**

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