

Media Release

coles | Value the Australian way

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COLES FIRES UP VALUE WITH STAINLESS STEEL COOKWARE FOR CUSTOMERS TO COLLECT

Aussies to earn FREE cookware when they spend \$20 or more in one transaction and scan Flybuys card

After a year in which Aussies found themselves cooking at home more than ever before, Coles is giving customers the chance to upgrade their kitchen game with its latest collectible campaign featuring MasterChef brand stainless steel cookware.

From Wednesday 24 March, Coles customers will be able to earn "Cookware Credits" by scanning their Flybuys card when they spend \$20 or more in one transaction at Coles or Coles Online¹. Once customers have enough credits, they can redeem their MasterChef cookware in store.

The exclusive range features seven pieces of cookware to collect and for the first time, Coles has introduced a new method – half pay – to make it even easier to collect the full set by allowing customers to redeem with half the required credits and paying half the retail price.

Coles Chief Marketing Officer Lisa Ronson said Coles wants to provide customers with even more value at the checkout by rewarding shoppers with premium quality cookware.

"A lot of pots and pans got a good work out over the past year and there's plenty of Aussie families who are now much in need of a few replacements," Lisa said.

"Our recent MasterChef knives program was our most popular loyalty program to date with the highest participation rate across Australian households. Much like our glassware, food storage containers and knife campaigns, we love to help customers top up their kitchen with essential tools.

"These are high-value products so our new 'half pay' method was introduced to help increase the accessibility of the program to those who may not spend as much on their weekly shop.

"We're also delighted to bring Luke Mangan and Courtney Roulston on board as our ambassadors because they know exactly how important it is to be equipped with the very best tools in the kitchen."

Award-winning chef and restaurateur Luke Mangan and former MasterChef contestant and TV cook Courtney Roulston have joined Coles as Ambassadors to help demonstrate the importance of having premium quality cookware more accessible to Aussies across the country.



¹ MasterChef cookware can be found at dedicated merchandise displays in Coles supermarkets. Spend \$20 in one transaction at Coles or Coles Online (after savings and discounts have been applied) to receive a Cookware Credit. \$20 spend excludes some purchases including Coles Insurance products, iTunes cards, gift cards, liquor, smoking/tobacco products, mobile phones and mobile phone plans, recharge, Opal top up, calling cards, eBay and UberEats purchases. Excludes Coles Express. While stocks last.

Coles Ambassador Luke Mangan said he was delighted to join Coles again to inspire everyday cooks with quality cookware.

"As a chef myself, I know how important great quality pots and pans are in the kitchen. They're used in the creation of virtually any dish so can wear down very quickly and become harder to cook with over time," Luke said.

"Coles has made it really easy to get excellent quality cookware especially for those wanting to upgrade or replace their neglected pots and pans that have been hanging around in their kitchen for many, many years.

"The cookware is made from high quality stainless steel and suitable for all cooktops including induction, and the pans feature a three-layer ceramic coating guaranteed to help customers get the best out of their cooking."

Starting from 40 credits, customers can collect a MasterChef 20cm and 26cm non-stick frypan, 18cm saucepan, 24cm casserole dish with lid, 28cm non-stick stir fry pan with lid, 24cm steamer and 24cm stock pot with lid.

MasterChef cookware is also available to purchase in store from Wednesday 24 March, while stocks last, starting from \$40 for the MasterChef 18cm saucepan and 24cm steamer.

For further information, please contact

Coles Media Relations (03) 9829 5250 or media.relations@coles.com.au