

Embargoed 5am Wednesday 15 May 2019

BIG THINGS ARE COMING TO COLES

Coles upsizes family favourites to help customers save time and money

Coles is helping make life easier for time-poor and budget conscious customers, saving them up to 65 per cent on select products by offering family-favourites in bulk sizes.

Available in Coles supermarkets nationally from today while stocks last, more than 25 of Coles' popular products will be offered in value-sized packs, including family dinner staples, condiments, baking products and special treats such as Froot Loops and Mini Mallows.

Some examples of the savings available include:

- Barilla pasta, usually* \$1.95 for 500gm, available in a 5kg bag for \$14 (saving: 28%)
- Panko Breadcrumbs, usually* \$2.70 for 200gm, available in a 1kg box for \$5 (saving: 63%)
- San Remo Cous Cous, usually* \$2.80 for 500gm, available in a 2kg pack for \$6 (saving: 46%)
- Kewpie Mayonnaise, usually* \$4.90 for 300gm, available in a 1kg bottle for \$9 (saving: 45%).

Stock may vary from store to store, shop early to avoid disappointment.

Coles Chief Operating Officer Greg Davis said the Big Pack Value sale is one more way Coles is providing customers with choice and value.

"We know our customers look for value when stocking up on pantry staples and offering some of our popular products in bulk is one way we are helping our customers save time and manage the family budget," Mr Davis said.

"A great example is the Barilla 5kg bag of spaghetti, which is enough to make 40 main course-sized bowls of pasta and last the average family for a couple of months, or even feed the whole extended family at a celebration."

Cheltenham mum Simone Piccone said buying groceries in bulk saves her money not just at the checkout but also through the week as family meals are planned in advance.

"As a busy mum of twins I buy a lot in bulk, not only to save time, but to get better value," she said.

"We also entertain a lot so I like to make sure my pantry is stocked with healthy meal options. That way when my friends and family bring their kids over I can throw something together easily without having to run to the shops or order take away that will end up costing me more money in the long run.

Pasta is quick and healthy meal and my boys enjoy it with anything from broccoli, to sugo or with mince."



Photograph caption: Twins Jack (left) and Anthony (right) Piccone enjoy the Barilla spaghetti available in bulk in the Big Pack Value sale. High resolution photos available upon request.

* Saving calculated as the difference between the unit price of the larger pack and the unit price of the smaller pack at its regular selling price. Some smaller packs may be on promotion at times during the Big Pack Value promotion period.

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For further information, please contact

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