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GOOD THINGS COME IN BIG PACKAGES – AT UP TO 38% OFF ***Coles cuts cost of lockdown home-cooking with bulk-sized supplies***

Coles is helping customers save money while joining in the isolation home-cooking frenzy, with a range of mega-sized ingredients included in this year's 'Big Pack Value' sale, at prices up to 38% below the full price of standard size packs.

As social distancing practices have led Australians to spend an increased amount of time at home, many customers have turned to baking and home cooking as a source of entertainment, with more Aussies searching for recipes online over the past month than at Christmas time¹.

To help customers save money while exploring new culinary frontiers, the 'Big Pack Value' sale includes a number of key dinner recipe staples such as 3kg of Barilla Penne pasta for \$9 – a saving of 38% compared to the full price* of \$2.40 for 500g – Sun Harvest jalapenos 1kg for \$5² and 4.2kg of Rodolfi tomato passata for just \$8.

For customers searching for something to do with all the flour they bought during March and April, Coles has 600 Dollar Sweets patty pans for \$12 – or for those who want a shortcut to sweetness, a 2.3kg bucket of Green's Chocolate cake mix for just \$12.

As restrictions and working from home make a visit to the local café a distant memory for most, Coles has 300 Dilmah Premium Tea Bags for \$10 and a pack of 40 L'OR Espresso Capsules Ristretto coffee pods for \$18 – a saving of 25% compared to the full price* of \$6 for a pack of 10 capsules.

The products are among more than 30 upsized food and grocery items included in this year's 'Big Pack Value' sale including a range of winter warmers such as noodles, soups and lentils.

Customers looking for a cosy meal on the couch will find a 6 pack of Ottogi Jin Ramen Mild cup noodles for \$6, Hart & Soul Chicken & Corn Pouch Soup available in a 1kg pouch for \$7, or for those looking to cook from scratch, a 2.5kg bag of Market Lane red lentils or pearled barley for \$8 each.

Coles Group CEO Steven Cain said the Big Pack Value sale comes at a time where customers are eating more meals at home while looking for ways to manage their weekly budget.

¹ Google Trends, 2020 <https://trends.google.com/trends/explore?q=recipe&geo=AU>

² Unit price of 1kg of Sun Harvest jalapenos is \$5.25 in the Northern Territory and \$5.35 in Port Hedland

"We recognise that the COVID-19 situation means value is top of mind for many of our customers. Offering pantry staples, condiments and sweet treats in bulk is one way that we can help customers save on their weekly shop," he said.

The bulk products are available in Coles supermarkets nationally while stocks last. The range may vary from store to store and customers are encouraged to shop early to avoid missing out.

* Saving calculated as the difference between the unit price of the larger pack and the unit price of the smaller pack at its full retail 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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