

15 AUGUST 2019

COLES BRINGS A NEW PLANT-BASED RANGE TO THE KITCHEN Nature's Kitchen proves that meat-free can be full of flavour

The growing number of Australians looking to reduce their meat intake have yet another reason to shop at Coles following the launch of **Nature's Kitchen** – a new range of 20 products that encompasses everything from ready-made Tikka Masala to marinated tempeh and meat-free sausages.

Packed with flavour, the Nature's Kitchen range is Coles' latest innovation to cater to the surge in demand for alternative proteins, as a growing number of 'flexitarian' shoppers add meat-free meals to their weekly menu.

Priced from just \$2.50, the range includes 16 new ingredients designed to inspire creative at-home cooking, from flavoured tofu and organic yellow curry tempeh to meat-free chicken style tenders and beef-style burgers.

The range also features four convenience meals aimed at customers who don't have time to cook from scratch or want a healthier alternative to takeaway, including a Mediterranean Style Vegetable Lasagne and 3 Bean Meat-Free Balls and Penne.

Donovan Kensley, Coles Category Manager for Chilled Health Foods, says demand from shoppers for plant-based meals is booming.

"We know that our customers are now looking for vegan, vegetarian and meat-free options more often than ever before. This new range aims to provide them with these in a way that is convenient, affordable and importantly, delicious," he said.

"Aussies of all ages, shapes and sizes are adopting a plant-based lifestyle as they become more aware the positive impact plant-based foods have on their health."

Nature's Kitchen is available in Coles stores Australia-wide.



Coles Nature's Kitchen range includes:

- Organic Firm Tofu (450g) \$3.25
- Certified Organic Silken Tofu (300g) \$2.50
- Southern Smoke Infused Tofu (200g) \$4.00
- Sweet Chilli Tofu Nuggets (350g) \$5.50
- Certified Organic Plain Tempeh (300g) \$5.00
- Vegan Burgers 2 Pack (250g) \$5.00
- Sausages 6 Pack (270g) \$6.00
- Vegan Tenderloins 4 Pack (240g) \$6.00
- Curried Pumpkin & Corn Burger (250g) \$3.50
- Sweet Potato & Blackbean Burger (250g) \$3.50
- Baked Falafel Bites (225g) \$4.00
- Firm Tofu (300g) \$2.50
- Vegetable Tikka Masala (350g) \$7.00
- 3 Bean Meat-Free Balls and Penne (400g) \$7.00
- Mediterranean Style Vegetable Lasagne (400g) \$7.00
- Lentil Spaghetti Bolognese (400g) \$7.00

What we know about plant-based trends:

- Australia ranks number one in Google searches for the word "vegan", according to [Google Trends data](#).
- Figures from [Roy Morgan Research](#) show that 2.25 million Australians aged 18 and over eat meat-free with Melbourne and Sydney leading these figures.
- According to Euromonitor, Australia is projected to continue as the third-fastest-growing vegan market in the world at 9.6% growth. As demand increases rapidly, Australia's packaged vegan food market is set to reach \$215 million by 2020.
- According to [Neilson](#), nearly all (98%) alternative meat buyers in the US also purchase meat, and they do so more than the average meat buyer (\$486 vs. \$478 per year).

For further information:

Media Relations at Coles on 03 9829 5250 or media.relations@coles.com.au