

15 November 2019

COLES TAKES THE CAKE AT THIS YEAR'S PRODUCT OF THE YEAR AWARDS

Nine products voted Australia's best for quality and innovation

The results are in – and more than 10,000 Australians have voted nine Coles Own Brand products from across the supermarket aisles as winners at the 2019 Product of the Year awards.

The triple layer "Coles Drip Cake" is set to become the next social media sensation after it won over the eyes and tastebuds of the testing panel who awarded it the best cake in the country. Served straight off the shelf or decorated with a personal touch, the cake eliminates the stress of baking and makes entertaining easier.

Following last year's cracking success at Christmas, the popular Coles Crackling Ham also wowed judges with its flavoursome taste and crispy crackling, along with Coles Finest sourdough rolls by Laurent, Ash Brie and Coles Green Choice Bathroom Cleaner.

Product of the Year is the world's largest consumer-voted awards program which recognises product innovation and serves as a shortcut for shoppers helping them to save time and money.

Coles Chief Executive Commercial and Express Greg Davis said that Coles strives to inspire customers with great value and innovation with its Own Brand products.

"Our vision is to be the most trusted retailer in Australia, and we're delighted to see customers have chosen a variety of different Coles products as best on shelf," Greg said.

"Our product development teams work closely with some of Australia's best producers to create new and innovative products to make life easier for our customers and help us fulfil our strategy to make Coles an Own Brand Powerhouse.

"The Coles Drip Cake range is a perfect example of providing value and making life easier for our customers. We've developed a product that's delicious, fantastic quality and great value but also can act as a blank canvas for customers to create their own masterpiece for any special occasion without breaking the bank.

"We've seen Coles Own Brand significantly evolve over the past 18 months and we now offer more variety than ever before, and we will continue to listen to customers to drive innovation and develop products our customers will love."

Customers can bag the award-winning Coles products in store across five categories; bakery, cheese (cream/ soft), heat and eat, cakes and bathroom cleaning items including:

Coles Drip Cakes in Pink Vanilla and Chocolate, RRP \$25

Australians can whip up a work of art in no time with Coles' delicious triple layer drip cakes, featuring a ganache drip and available in both vanilla and chocolate frosting.



Coles Ready to Roast Crackling Ham in Boneless, Semi-boneless and half size portions

Made from 100% Aussie grown pork and free from artificial growth promotants, the Coles Crackling Ham is incredibly tender and flavoursome and will make the perfect centrepiece this Christmas.



Coles Finest by Laurent Sourdough Rolls 3 Pack (White Sourdough, Rye, Pane Di Casa with Toasted Sesame Sourdough), RRP \$4

Each roll of the Coles Finest by Laurent range takes 30 hours to create and is made with only the finest ingredients and based on a traditional recipe.



Coles Ash Brie 200gm, RRP \$5

This creamy and buttery cheese coated in ash and crafted in Northern Tasmania with Australian milk is the perfect crowd pleaser. Best enjoyed on its own or with Coles Finest by Laurent Sourdough Rolls for breakfast, lunch and dinner.



Coles Green Choice Bathroom Cleaner Wild Mint and Lavender, RRP \$4.50

The Green Choice Bathroom Cleaner is made using plant-based ingredients, natural fragrance oils and is in 100% recyclable packaging. The gentle but effective bathroom cleaner will have your bathroom sparkling clean and ready for your guests.



-ends-

For further information, please contact Coles Media Line (03) 9829 5250 or media.relations@coles.com.au