

TUESDAY 17 JANUARY 2017

COLES FIRST TO OFFER APPLES WITH NO ADDED WAX AT ALL SUPERMARKETS NATIONALLY

From tomorrow, Coles is the first major Australian supermarket in decades to offer only no added wax apples to customers.

After an overwhelmingly positive customer response from trials in West Australia, South Australia and the Northern Territory, this bold change has been rolled out Australia-wide and all Coles customers nationally can now enjoy apples with no added wax.

Wax has traditionally been used to enhance the appearance of apples however Coles is removing this process after research indicated more than 70 per cent of Australians like the idea of buying no added wax apples.

In line with Coles' commitment to offering Australians the freshest fruit and vegetables, customers across Australia can now enjoy this 100% Australian fruit without added wax – the apples may look less shiny but they will still taste and smell delicious.

Coles General Manager Fresh Produce, Brad Gorman, said, "At Coles we're always looking for new and innovative ways to improve our fresh produce."

"We know our customers want to eat more natural, fresh foods so we are proud to work with apple growers all over Australia to remove the waxing process and offer a more natural version of this Australian favourite."

Manjimup Western Australia Apple Supplier Newton Orchards has been supplying Coles with apples for more than 25 years and owner Harvey Giblett is an advocate for this exciting change.

"We are proud to be working with Coles to bring this delicious fruit to customers in a way that's closer to nature. At Newton Orchards we enjoy our apples straight from the orchard and we think Australians will love enjoying their apples in a similar way."

"Coles removing the waxing process is great for Newton Orchards - it enables us to simplify our processes and reinvest time and cost savings into our business."

Tynong Victorian Apple Grower from Battunga Orchards, Rob Thompson, has been supplying Coles with apples for more than 23 years and says this change will mean significant cost savings for their business.

"There's no question that not adding wax will mean significant savings for us – it will mean savings on labour, maintenance of machinery and the cost of wax. I've seen apples with no added wax in Europe and thought it would be a fantastic for growers in Australia.

"Currently we need 25 people each night just to wash the waxing machine and not adding wax will mean these employees can help in other areas of our business, such as packing."

Customers can now enjoy apples with no added wax at all Coles supermarkets nationwide.

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*Colmar Brunton Research, November 2015, n =1001

Media enquiries: Coles Media Relations, 03 9829 5250, media.relations@coles.com.au

ADDITIONAL INFORMATION: COLES HERO APPLE GROWERS

ABOUT NEWTON ORCHARDS, WA

Newton Orchards has been operating for more than 86 years, and supplying apples and pears to Coles for more than 25 years. Located at the heart of Western Australia's pristine Southern Forests region, Manjimup has long been recognised as one of the best places in the world to grow apples. Western Australia was the first State to stop the waxing process in May 2016. Owner of Newton Orchards Harvey Giblett states "Coles removing the waxing process is great for Newton Orchards - it enables us to simplify our processes and reinvest time and cost savings into our business." Newton Orchards supplies Coles with Fuji, Royal Gala, Granny Smith, Kanzi, Pink Lady, Red Delicious, kids prepack apples and juicing apples.

ABOUT CERAVOLO ORCHARDS, SA

The Ceravolo family are a fourth generation farming family based in the Adelaide Hills town of Ashton. They have been supplying Coles with Apples for 50 years and have 300 hectares of apples & pears on their farm. They started supplying Coles in SA & NT apples with no added wax in September 2016. Tony states "No added wax means you get the full natural flavours of the apple with no waxy coating. Fruit just as nature intended!" Ceravolo Orchards supplies Coles with Fuji, Royal Gala, Golden Delicious, Granny Smith, Jonathan, Kanzi, Pink Lady, Red Delicious, kids prepack apples and juicing apples.

ABOUT BATTUNGA ORCHARDS, VIC

Battunga Orchards is a fifth generation family owned orchard and has been growing apples in southern Victoria for 130 years. Their orchards are located in the Yarra Valley and Warragul and both properties have rich, volcanic fertile soils and experience the same weather conditions needed for growing apples. Rob states "There's no question that not adding wax will mean significant savings for us – it will mean savings on labour, maintenance of machinery and the cost of wax. I've seen apples with no added wax in Europe and thought it would be a fantastic saving for growers in Australia" Battunga Orchards supply Coles with Fuji, Royal Gala, Golden Delicious, Granny Smith, Jonathan, Kanzi, Pink Lady, Red Delicious, kids prepack apples and juicing apples.

ABOUT AVRO PARK ORCHARDS, TAS

Arvo Park Orchards is a second generation, family-owned orchard who have been growing apples & pears for Coles for over 40 years. They select the preferred apple varieties that thrive in the cool, moderate climate of Spreyton, near the beautiful Mersey River. Marcus states "We are now offering our apples more natural than ever, not coating them with wax. They may present less shiny, but with just a good wash and brush we can eliminate one unnecessary process from tree to you." Avro Park supplies Coles with: Fuji, Royal Gala, Golden Delicious, Granny Smith, Pink Lady, Red Delicious, kids prepack apples and juicing apples.

ABOUT FAST FRUIT, QLD

Trent and Tamra are third generation farmers, and alongside their father David and Uncle Robert, they strive to grow the sweet, crisp and juicy apples that Stanthorpe is renowned for. The 45 year relationship with Coles has helped them to modernise the orchards so that consumers can enjoy eating apples for years to come. Trent states "I believe the consumers are going to be the winners of no added wax. They will be able to experience more of the uniquely different flavours and aromas that each variety of apple has with no wax." Fast Fruit supply Coles with Fuji, Royal Gala, Granny Smith, Jonathan, Pink Lady, Red Delicious, kids prepack apples and juicing apples.

ABOUT OAKMOOR ORCHARDS, VIC

Oakmoor Orchards is located at Ardmona in the Goulburn Valley. Founded in 1930, Rocky is a third generation Orchardist, and has been supplying apples to Coles for 15 years. The property has grown to 200 hectares, a large percentage of that land growing apples, particularly Pink Lady, Granny Smith and more recently the new variety "Modi." Rocky states "I was pleased to hear about Coles' successful trials of no added wax apples in Western Australia, Northern Territory and South Australia. The move to no added wax across Australia will result in savings for growers not having to purchase and apply wax, also on the maintenance of equipment." Oakmoor Orchards supplies Coles with Crimson, Fuji, Royal Gala, Golden Delicious, Granny Smith, Jonathan, Modi, Pink Lady, Red Delicious, kids prepack apples and juicing apples