

# Media Release

**coles** | Value the Australian way

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## Coles Plus membership makes anytime, anywhere, anyhow shopping easier for Coles Online customers

Coles is bringing a whole new level of service to online shopping with Coles Plus, a new subscription-based service that rewards members while saving them time and money on their weekly shop.

Coles Plus is unlike anything currently available in Australia – offering exciting benefits to members on grocery to liquor purchases, Click&Collect and home delivery, and the same flat price regardless of the day or time customers choose to shop.

For just \$19 a month, Coles Plus members receive a number of benefits including unlimited access to Coles' new [Click&Collect Rapid](#)<sup>1</sup>, which allows Coles Online customers to order and pick up their groceries in less than 90 minutes – a service ordinarily priced at \$5 per order.

Coles Plus members also have access to a priority Customer Care line, double Flybuys points on eligible Coles Online purchases<sup>2</sup>, free delivery for all Coles Online orders over \$100<sup>3</sup>, and one free delivery per month for Liquorland online orders over \$50<sup>4</sup>.

Coles Chief Executive eCommerce Ben Hassing said Coles Online was building from 20 years' experience to deliver a seamless omnichannel customer experience and elevate the shopping experience for Coles Plus members.

"We know customers love the convenience of Coles Online, but they want more. Coles Plus is the latest way we are rewarding the loyalty of our digitally-engaged customers, ensuring Coles leads anytime, anywhere, anyhow shopping," he said.

"We continue to see significant growth in demand for online grocery shopping and we are investing in customer experience and capacity, which is having a positive impact on customer satisfaction.

"Feedback from Australian families already using Coles Plus has been overwhelmingly encouraging and we are planning on adding more exciting updates in the future."

**-ends-**

**For media enquiries, please contact**

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<sup>1</sup> Available only where Click&Collect Rapid is offered. Click&Collect Rapid is available at more than 400 Coles supermarkets nationally. Orders can include up to 40 products excluding liquor, Grab & Go sushi, wraps, sandwiches and deli platters.

<sup>2</sup> Excluding purchases of all gift cards, iTunes cards, charitable donations, tobacco and tobacco related products, delivery fees and Coles Plus subscription fees

<sup>3</sup> Coles Plus subscription is not valid for use for remote delivery orders. Visit [shop.coles.com.au](http://shop.coles.com.au) for further information.

<sup>4</sup> Liquor delivery may not be available in certain areas and may be subject to further purchase conditions.