

**WEDNESDAY 18 JULY 2018**

## **COLES LAUNCHES AUSTRALIAN FIRST - LITTLE SHOP**

**Customers can collect 30 iconic miniature household  
items**



Shopping at Coles supermarkets is about to get a lot more fun, with customers offered miniature collectables of some of Australia's most popular groceries for every \$30 spent at the checkout.

Coles' Little Shop is an Australian supermarket first, featuring 30 miniature replicas of customer favourites like Vegemite, Nutella, Weet-Bix and Tim Tams.

Coles Chief Operating Officer Greg Davis, said Little Shop is designed to be fun for customers while celebrating some of their favourite brands they buy at Coles supermarkets each week.

"We know our customers love collectables, so we have worked with our suppliers to launch a fun new collectable campaign in our supermarkets across Australia," he said.

"Little Shop features 30 iconic household brands – including Vegemite, Nutella and Weet-Bix – shrunk down into a miniature replica for customers to collect and swap."

Customers will have the option to receive a mini collectable at the check-out for every \$30 they spend at Coles supermarkets.

There will also be one thousand chances to win a \$100 Coles gift card if customers receive the miniature Coles Big Red Hand.

There will also be additional items available for purchase, including collector cases, miniature shopping baskets, trolleys and even a miniature shopfront to make it easier for customers to keep and enjoy the collectables long into the future.

To further help customers complete their collection, Coles will also be holding a Swap Day at selected stores across the country.

Little Shop runs from Wednesday 18 July until Tuesday 28 August. For more information visit [www.coles.com.au/littleshop](http://www.coles.com.au/littleshop).

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