

# Media Release

coles

Value the Australian way



THURSDAY, 18 NOVEMBER 2021

## TASSIE MADE AND GROWN TAKES CENTRE STAGE AT COLES

*Brand Tasmania and Coles to launch first major Tasmanian mark partnership*

Coles is set to celebrate all things Tasmanian as part of a landmark partnership with the State Government that will see the official Brand Tasmania trademark used to promote locally made products in Coles supermarkets across the state.

The partnership marks the first time a major retailer has adopted the Tasmanian mark for the promotion of Tassie-made and grown products and will make it easier than ever for shoppers to buy local.

Under the terms of the partnership, the Tasmanian mark will be displayed within stores to alert shoppers to hundreds of quality local products on the shelves at Coles.

Tasmanian growers, producers, makers and creators are also being encouraged to adopt the Tasmanian mark on their own packaging to help raise the profile of their products, both in Australia and overseas.

Coles' Tasmanian-sourced GRAZE lamb, available at Coles supermarkets across the country between February and August, will be one of hundreds of products highlighted in-store through this campaign.

Coles works with almost 60 farms across Tasmania to source GRAZE lamb. The lambs are 100% bred and raised in Tasmania. They are raised without antibiotics, and regularly inspected for health and welfare.

Local suppliers joining the campaign include Ashgrove Cheese, a family-owned dairy farm in Elizabeth Town which creates a selection of milk, butter and cheeses sold by Coles.

Tasmania's oldest commercial bakery, Cripps, is also embracing the campaign. Cripps first opened its doors in 1878 and now supplies fresh bread, bread, crumpets, rolls, buns and muffins to customers across the state from its bakeries in Hobart and Launceston.

Tasmanian Premier Peter Gutwein said it was a clear sign of confidence by Coles in Tasmania's brand and our world-class premium products that are highly sought after throughout the world.

"It's fantastic that Coles is joining the Tasmanian Brand partner family and making it even easier for Tasmanians to buy local and support our farmers and primary producers," the Premier said.

"When you buy Tasmanian produce, you know you're buying the best of the best, all underpinned by our environmental sustainability, quality control and strict biosecurity.

"The Tasmanian mark is a demonstration of this quality and of the magnificent products we create for each other and for the world, and it will now feature on many products in Coles supermarkets.



"I encourage everyone to look for the Tasmanian mark in Coles supermarkets across the state and get behind our local producers that add so much to our economy and our way of life."

Coles Regional Manager John Carrington said buying local products was an important way to support Tasmanians who worked tirelessly to build their businesses while helping feed the nation.

"Coles is proud to support Tasmanian farmers, growers, makers and creators by stocking hundreds of Tassie-made products in our stores," he said.

"The partnership with Brand Tasmania in support of the Tasmanian mark is a great way to recognise the success stories of so many Tasmanian businesses. We know Tasmanians love to shop local, and the Tasmanian mark at Coles is one way to help them do just that."

Brand Tasmania Chairperson Nick Haddow said: "Tasmanians understand why Tasmanian-grown and produced food is different, and it's about so much more than our clean air and fresh water. It's our culture of hard work and our shared passion for quality."

"Every Tasmanian product tells a story of determination, creativity, and imagination, whether it's from one of our small artisan producers or more established businesses. We encourage everyone to get to know the farmers, the entrepreneurs, and the families behind every sip and every bite," he said.

Shoppers can expect to see the Tasmanian mark in Coles supermarkets across the state from today.

For more information on Tasmanian products at Coles, see: [coles.com.au/Tasmanian](https://coles.com.au/Tasmanian)

## **MEDIA ALERT**

### **MEDIA OPPORTUNITY**

<b>Date:</b>	Thursday, 18 November 2021
<b>Time:</b>	12.30pm sharp
<b>What:</b>	Brand Tasmania and Coles launch Tasmanian mark campaign
<b>Where:</b>	New Town Coles, Fresh Produce section. 1 Risdon Rd, New Town TAS 7008
<b>Photo / vision and interview opportunities:</b>	Interview opportunities with: <ul style="list-style-type: none"><li>• Tasmanian suppliers Ashgrove Cheese (Anne Bennett) and Cripps bakery (Paul Gadomski)</li><li>• Brand Tasmania Chairperson Nick Haddow</li><li>• Coles Regional Manager John Carrington</li></ul> Lots of colour and vision opportunities for pics/ vision with suppliers and a range of locally made Tassie produce.

**-ends-**

**For further information, please contact**

Coles Media Line (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)