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CHRISTMAS COMES EARLY FOR LOVERS OF FRUIT MINCE PIES **Coles doesn't mince its words, saying 'Yule' love an early taste of the Festive Season**

Deck the aisles with shortcrust pastry and fruit mince – Christmas has come early at Coles!

With less than 19-weeks until Christmas, Coles customers can now enjoy festive fruit mince pies as they land in shelves across the country. The earlier-than-usual availability of this Christmas staple will delight the many thousands of Aussies who bought approximately 11.5 million of the pies sold at Coles last year. That's more than 687,000kg kilograms of fruit mince and shortcrust pastry – the equivalent of 5,725 of Santa's reindeer*.

Coles Product Developer, Liz da Silva said the idea to bring fruit mince pies out early came when the bakery team noticed that more than half of the pies sold last year (50.8%) were bought before December.

“People clearly don't want to wait for a little taste of Christmas, and we believe this season's pies are the supermarket's best yet.

“This year we've packed in even more fruit – more than twice as much as last year – inside a melt-in-your-mouth shortcrust pastry,” she said.

Ms da Silva is confident that customers will have little trouble in choosing Coles' fruit mince pies above others.

“Being able to resist them until Christmas? Well, that's a tougher challenge.”

Coles fruit mince pies are filled with juicy sultanas, apple and citrus, and contain no artificial colours or flavours.

“We're so proud of these fruit mince pies we just had to let our customers try them as soon as possible – not only to enjoy early, but we know that people like to spread out their costs by buying what products they can further out from the big day,” she said. “And there's nothing wrong with a little taste of Christmas to help get you through that last little stretch of a long winter.”

Coles Christmas fruit mince pies are now available in a pack of six for \$2 at Coles supermarkets nationally.

* based on a 120kg female reindeer (e.g. Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner, Blixen or Rudolph)



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