Media Release

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Thursday August 19, 2021

COLES' WINTER APPEAL TAKES $1.6 MILLION BITE OUT OF HUNGER

Coles' annual Winter Appeal for national food rescue organisation SecondBite has raised more than $1.6 million to help put the equivalent of almost 8.5 million meals on the table for vulnerable Australians.

Customers and team members at Coles supermarkets, Liquorland, First Choice Liquor Market and Vintage Cellars rallied behind the Winter Appeal over the past six weeks, even as many of their own communities were facing the challenges of COVID-19 restrictions.

Demand for food services has surged in the past 18 months, with SecondBite's research[1] revealing three out of four food charities were experiencing higher demand for their services even before the latest round of lockdowns in some states.

SecondBite Ambassador and Board Director Matt Preston said the generosity of Coles and its customers was truly humbling, particularly in these testing times.

"I can't thank shoppers and team members at Coles supermarkets, Liquorland, First Choice Liquor Market and Vintage Cellars enough for their incredible effort to get behind SecondBite and the essential work it does," he said.

"So many people are under pressure at the moment and yet Coles' customers and team members still dug deep for others and did their bit to ensure Australians aren't going hungry."

"The money raised this winter will help SecondBite deliver the equivalent of nearly 8.5 million meals to people in need, including Australians who are grappling with unemployment, under-employment and homelessness."

"2021 has been a tremendously challenging year for so many Australians and SecondBite could not have met the resultant increase in demand for food support without the backing of the entire Coles team."

Coles CEO Steven Cain said he couldn't be prouder of how customers and team members had got behind the Winter Appeal for SecondBite this year.

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[1] The SecondBite survey was undertaken in May and June 2021 and involved 169 community agencies across Australia who provide food relief to vulnerable people such as those who are unemployed, single parent families, people experiencing homelessness and elderly Australians.

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"We are so grateful for the generosity Coles' customers and team members have demonstrated for this very worthy appeal especially at a time when so many communities were under tough COVID-19 restrictions," he said.

"SecondBite's important work of collecting and redistributing food for vulnerable people aligns powerfully with our purpose to sustainably feed all Australians to help them lead healthier, happier lives."

"In the ten years since we first partnered with SecondBite, Coles has helped to deliver the equivalent of 151 million meals to Australians in need and this partnership is essential to our ambition of *Together to Zero Hunger* as set out in our recently released Sustainability Strategy."

In the past year, nearly 850 Coles supermarkets and distribution centres across Australia donated leftover edible food via SecondBite to around 1,300 community groups that provide meals to Aussies in need.

TOP FUNDRAISING COLES SUPERMARKETS ACROSS AUSTRALIA

Victoria	**SA / NT**	**Western Australia**
1. Elsternwick	1. Firle	1. Maddington
2. Croydon North	2. Salisbury Downs	2. Dianella
3. Tarneit Central	3. Parabanks	3. Victoria Park East
4. Point Cook	4. Dernancourt	4. Ocean Keys
5. Belmont	5. St Agnes	5. Caversham
Queensland	**NSW/ACT**	**Tasmania**
1. The Pines	1. Broadway	1. Kingston
2. Caloundra	2. Winmalee	2. Newstead
3. North Shore	3. Kincumber	3. New Town
4. Albany Creek	4. Gunghalin	4. Meadow Mews
5. Logan Central	5. Glendale	5. Wellington Street (Launceston)

TOP FUNDRAISING COLES LIQUOR STORES ACROSS AUSTRALIA

1. First Choice Liquor Falcon (WA)
2. First Choice Liquor Duncraig (WA)
3. First Choice Liquor Morayfield (QLD)
4. First Choice Liquor Cleveland (QLD)
5. First Choice Liquor Bairnsdale (VIC)

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