

SUNDAY 20 FEBRUARY 2022

## SHUT THE OVEN DOOR! COLES IS REWARDING CUSTOMERS WITH KITCHENAID IN NEW COLLECTIBLE CAMPAIGN

- **Customers to earn credits redeemable for FREE KitchenAid Ovenware when they spend a minimum \$20 in one transaction and scan their Flybuys card**
- **BONUS credits on 1500+ supermarket products help customers collect points faster**

In an Australian first, Coles has partnered with Australia's favourite cookware brand<sup>1</sup>, **KitchenAid**, in its latest collectible program rewarding customers with a premium collection of stylish matte black stoneware and cast iron cookware designed to go straight from the oven to serving on the table.

From Wednesday 2 March, Coles customers will be able to earn credits by scanning their Flybuys card when they spend \$20 or more in one transaction at Coles and Coles Online<sup>2</sup>. Once customers have enough credits, they can redeem the KitchenAid Ovenware in store and online.

Set to heat up kitchens nationwide, the exclusive KitchenAid Ovenware collection features six pieces of durable stoneware including a mini cocotte, 15cm bowl with an eco-friendly bamboo lid<sup>3</sup>, a small, medium and large baker with bamboo lid, 29cm pie dish, and a 22cm cast iron casserole pot, which is perfect for slow simmering on the oven or stove, gas or induction. Each piece heats up evenly for a reliable result and has been specially created so food can be prepared, marinated, baked, stored, and served up on the table. The bamboo lid should not be used as a trivet and placed under hot dishes as it may damage the lid.

Coles' customer research suggests the rise of home cooking and entertaining is showing no signs of slowing down, with demand for cookware and bakeware at Coles still growing at an annualised rate of 35% after almost two years in which Aussies have found themselves cooking at home more than ever before.

Coles Chief Marketing Officer Lisa Ronson said Coles wants to provide customers with more value at the checkout and help make premium kitchen products more accessible to all Australians.

"We know Australians are real foodies and love entertaining so we are delighted to partner with such an iconic and sought-after brand like KitchenAid to reward our customers with something really special that they can only get at Coles," Lisa said.

"Our MasterChef knives and cookware programs were our most popular loyalty programs so far, with the highest participation rate across Australian households. We've seen an increase of up to 20% in customer satisfaction each time we run these collectible campaigns, so we know our customers are loving the opportunity to top up their kitchens with excellent quality cookware and utensils that are built to last.

"To help customers get their hands on these items faster we're again allowing them to redeem their points for half the cost of an item and simply pay for the other half, as well as joining forces with 37 household brands to offer bonus credits in order to help increase the accessibility of the program to those who may not spend as much on their weekly shop."

<sup>1</sup> KitchenAid Passionate Maker Research, Nov 2019 (AUS respondents) identified "KitchenAid is number one preferred brand from a product-ownership perspective" outranking Breville, Sunbeam, and Kenwood.

<sup>2</sup> KitchenAid Ovenware can be found at dedicated merchandise displays in Coles supermarkets. Spend \$20 in one transaction at Coles or Coles Online (after savings and discounts have been applied) to receive an Ovenware Credit. \$20 spend excludes some purchases including Coles Insurance products, iTunes cards, gift cards, liquor, smoking/tobacco products, mobile phones and mobile phone plans, recharge, Opal top up, calling cards, eBay and UberEats purchases. Excludes Coles Express and Coles Best Buys Online Exclusive. While stocks last.

<sup>3</sup> The licensee of the KitchenAid continuity range, The Cookware Company, uses bamboo sustainably harvested from Bamboo Farms in China.

Starting from 26 credits for a mini cocotte, customers will be able to redeem their credits in full or they can choose the 'half credits, half pay' option to make it even easier to collect the full set by allowing customers to redeem with half the required credits and paying half the retail price.

And there are now even more ways customers can receive BONUS credits to help fast track their collection by purchasing from over 1500 participating products across 37 household brands including Bega, Leggo's, Chobani, Old El Paso, Finish, Airwick, Colgate, Nescafe, Wellness Road and Continental ranges.

For Coles customers who are unable to visit a store or prefer to shop online, they will now be able to redeem their KitchenAid Ovenware credits on Coles online while doing their grocery shop, which means the stoneware and cast iron casserole pot can be conveniently delivered directly to their home or to the car boot through Click&Collect.

Coles Chef Ambassador Courtney Roulston has joined Coles to help demonstrate the importance of having premium quality cookware more accessible to home cooks across the country.

"The new KitchenAid range is not only really practical for a wide variety of cooking styles, but it looks stylish too – making it perfect for going straight from the oven to serving on the dinner table," Courtney said.

"The range is versatile with many pieces being multi-functional to cook, serve, transport and store a wide variety of cuisines in. It's hard to pick just one, but my favourite piece is the KitchenAid cast iron casserole pot. Every kitchen needs a durable pot like this that is ideal for soups, curries, big family roasts, braised dishes, casseroles – all the slower cooked comfort meals we all love to cook during the cooler months. It's also heavy duty, making it ideal for those who have spent their lockdowns perfecting homemade sourdough.

"KitchenAid is a well-known and much-loved brand with Australian families, and I think this is a fantastic partnership to help more Australians get their hands on premium ovenware. It's an easy and effective way of building your kitchen collection or perhaps upgrading it simply by doing your weekly shop at Coles."

KitchenAid Ovenware will also be available to purchase in store from Wednesday 2 March, while stocks last, starting from \$26 for the KitchenAid mini cocotte up to \$200 for the KitchenAid Cast Iron Casserole Pot. To complete the full look, KitchenAid oven mitts and utensil set is available to purchase instore for \$18 and \$25 respectively each.

**[CLICK HERE](#) FOR HIGH-RES IMAGES**



**For further information, please contact**

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