

WEDNESDAY 20 JUNE 2018

## QUALITY KITCHENWARE SIZZLES AT COLES New range revolutionises supermarket's offering

From today, Australians will no longer need to journey to the department store to purchase woks, frying pans or heavy gauge baking tins following the release of Coles' enhanced Cook & Dine range, which provides high quality, affordable kitchenware in the supermarket aisles.

Coles General Manager of Non Food, Charlotte Rhodes, said the retailer was proud to offer customers access to more than 200 new and improved products – everything from heavy gauge carbon steel bakeware and induction frying pans to stainless steel knives and high quality food storage containers.

"Our Cook & Dine range will round out the Coles shopping experience, giving our customers access to everything they need to prepare a beautiful dinner or bake a delicious cake," she said.

The range's focus on quality comes at great value to customers, with 65 per cent of the range priced \$5 and under and 91 per cent of the range priced \$10 and under.

"When we set out to redesign this range, we had one thing in mind – affordable quality. Through more than 12 months of development we reviewed and improved the range until we landed on a product line we are incredibly excited to have on Coles' shelves," she said.

"We know that our customers are more adventurous than ever in the kitchen and we wanted to be able to support that with high quality utensils. We've worked tirelessly to create a range anyone would be proud to have in their kitchen."

Featured products include:

- 28cm **induction** base frying pan \$16
- 30cm **carbon steel** wok with FSC certified acacia wood handle \$14
- High quality **stainless steel** bread knife, 35cm \$6
- 23.5cm **heavy gauge** springform cake tin \$12



Cook & Dine products are available in Coles supermarkets nationally, with prices starting at just \$2.

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**For further information, please contact:**

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