

Monday, 20 July 2020

COLES' WINTER APPEAL HELPS PROVIDE 5 MILLION MEALS TO FEED VULNERABLE AUSTRALIANS

In just over two weeks, Coles' Winter Appeal for national food rescue charity SecondBite has raised more than \$1 million, enabling around 5 million meals to be provided to vulnerable Australians.

The Winter Appeal was launched amid new research¹ conducted by SecondBite that revealed nine out of 10 of its food relief charity partners surveyed across Australia had been impacted by Covid-19 and more than 80% had witnessed an increase in demand for food relief.

SecondBite CEO Jim Mullan said he was overwhelmed by the support of Coles and its customers.

"We would like to thank Coles and its customers for their continued support of SecondBite this winter. To have raised more than \$1 million in just over two weeks is an incredible effort, particularly during these tough times," he said.

"The money raised will help us deliver the equivalent of around 5 million meals to feed vulnerable Australians, such as those who are unemployed, single parent families, people experiencing homelessness and elderly Australians."

Coles CEO Steven Cain said he was extremely proud of the way customers and team members have rallied behind the Winter Appeal.

"We are very grateful to our customers and our team for generously supporting such a worthy cause. At a time when so many people are facing tough times, SecondBite's role is vital and goes to the heart of Coles' purpose to sustainably feed all Australians and help them live healthier and happier lives," he said.

More than 765 Coles supermarkets across Australia now donate surplus fresh food via SecondBite to around 1,100 community food programs that provide meals to Australians facing tough times.

Coles has helped donate enough surplus fresh food to SecondBite to provide the equivalent of 114 million meals to disadvantaged Australians since 2011.

During COVID-19, Coles has also donated grocery essentials to the retail value of \$7.9 million to SecondBite and Foodbank to distribute to vulnerable Australians.

¹ The SecondBite survey was undertaken in May and June 2020 and involved 218 community agencies which provide food relief to vulnerable people such as those who are unemployed, single parent families, people experiencing homelessness and elderly Australians.

TOP FUNDRAISING COLES SUPERMARKETS

NSW/ACT

Broadway
Wattle Grove
The Entrance
Eastgardens
Bateau Bay

VIC

Elsternwick
Tarneit Central
Dandenong
The Pines
Melton South

TAS

Racecourse
Mowbray
Ulverstone
Newstead
Sorell

QLD

Fairfield Central
Benowa Village
The Pines
Alderly
Coomera City
Central

WA

Flinders Square
Midland
Riverton
Ocean Keys
Whitford

SA/NT

Firle
Salisbury Downs
Burnside
Warradale
Mount Barker

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