

**20 August 2020**

## **COLES APPOINTS EDITOR OF COLES&CO DIGITAL CHANNEL**

Coles is delighted to announce leading food and wine publisher Lisa Hudson has been appointed as the editor of coles&co, the brand-new online platform designed to inspire customers with great value specials and exclusive content.

With more than 20 years at the helm of some of Australia's best-read food and drink titles, Lisa will ensure customers have useful information at their fingertips that will help them feed their families on a budget, stay healthy and entertain loved ones at special times of the year.

coles&co will bring together the best content from Coles' customer channels, partners and ambassadors, including Coles Magazine, What's for Dinner Live, Curtis Stone and the AFL, as well as creating new content featuring local suppliers and food trends to inspire customers.

Coles Chief Marketing Officer Lisa Ronson said she was excited to see the direction Lisa will take coles&co, with more relevant and entertaining content informed by her extensive experience in the food and wine industry.



"We are thrilled to be bringing Lisa on board to help launch coles&co and create a really compelling platform to engage with our customers on what is happening in the food and drink industry whether that be in our stores, on the farm with local food producers or with our Own Brand development chefs in our Coles kitchens," she said.

"Customers are cooking from home more than ever and they want to get great value and explore new things – with coles&co Lisa will be able to guide them through the latest trends and really open up the possibilities for the home cook."

"The Coles magazine is already the most read magazine in Australia, and Coles radio is the most listened to digital radio station. Our Instagram, Facebook and Youtube channels are some of the most popular in the country with regular exclusive recipes from amazing chefs like Curtis Stone. coles&co is about boosting what we have to offer customers. We want to provide great value and useful food and drink solutions in the most personalised, timely and relevant ways."

Lisa Hudson has extensive experience building online food and wine communities. She spent almost five years as the Head of Qantas Wine and was the General Manager of Food and Wine at Fairfax Media where she was responsible for editorial content and the growth of food and wine publications nationally including the Good Food Guides and Epicure.

Commencing at Coles on Monday 24 August, Lisa Hudson said she is excited to be helping to bring coles&co to life for customers at a time when the desire for information online has never been higher.

"I am passionate about delivering an exceptional customer experience and celebrating everything that our food and wine industry has to offer. coles&co is a really exciting platform to highlight the amazing work of Australian chefs and local food and beverage producers. To be in a position to inform Australians about how they can live healthier and happier lives is a real privilege. Coles has some incredible partnerships and I can't wait to work with the team," Lisa said.

"I was really impressed when Coles supported Aussie chefs and cooks during the COVID crisis with What's For Dinner Live, and have continued to support this community through what has been a difficult period."

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**For further information, please contact**

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