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COLES HELPS TO LOWER THE COST OF BREAKFAST, LUNCH AND DINNER

Millions of dollars invested in lower prices, big value packs and own brand innovation

Coles has transformed its value strategy to provide the best value food and drink solutions and help lower the cost of meal times. The supermarket has made its biggest investment in value in recent years and will lower the price of more than 300 products, introduce new big value packs and more own brand products to help bring down the cost of breakfast, lunch and dinner.

Customers will save on products they need to feed their family every day like RSPCA Approved Whole Chickens down to just \$3.90 per kilo (down from \$4.50 per kilo), succulent RSPCA Approved Chicken Thighs reduced to \$11 per kilo (down from \$12 per kilo), breakfast favourite crumpets down to just \$1 per 6 pack (down from \$1.35) and lunch wraps down to just \$2 per 6 pack (down from \$2.30).

Coles Chief Marketing Officer Lisa Ronson said this new campaign is to help lower the cost of living for Australians.

"We are helping to lower the cost of dinner, lunch and breakfast solutions with a focus on own brand fresh products and branded big value packs in grocery," Lisa said.

"We've been reviewing the products our customers are buying every day and determining where we can really make a difference to their cost of living. Our vision is to be the most trusted retailer in Australia and we must take a customer obsessed approach to value.

"Chicken is the number one dinner protein, so we've made a big investment in lowering the price and giving customers a whole RSPCA Approved chicken to feed their family for less than \$4 per kilo. We know customers need bakery staples like rolls, wraps, croissants and muffins day in day out for breakfast and lunch so we've lowered the price on these items knowing it can make a big difference to their family budget."

Importantly, the new Coles value campaign is about more than just price, with Coles giving customers new ways to find value across the store.

Coles is introducing:

- Big Pack Value products so customers can save on the items they never want to run out of or need more than a regular serve like tea, coffee, tomato sauce, olive oil and rice;
- Mix Match 'n Save offers which will provide savings to customers with great seasonally relevant bundle deals such as dips, yoghurts, snacks, bakery, prepacked vegetables and baby food where customers want variety;
- Hundreds of new Own Brand products to help customers find value and try the latest flavours, meal solutions and food innovation.

"We know the cost of living in Australia is rising with many Australians struggling to pay their everyday bills," Lisa said. "That's why we are determined to offer our customers the best value on the products they buy the most and also find new ways for them to save across the store."

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