

Media Release

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COLES WINTER APPEAL TO HELP SECONDBITE PROVIDE THE EQUIVALENT OF 7.5 MILLION MEALS FOR AUSSIES IN NEED

Shoppers have rallied behind SecondBite in this year's Coles Winter Appeal, raising more than \$1.5 million for Australia's largest free food rescue organisation.

As part of the annual Coles SecondBite Winter Appeal, customers and team members at Coles supermarkets, Liquorland, First Choice Liquor Market and Vintage Cellars nationwide donated generously to help SecondBite continue its essential work of rescuing and delivering unsold, edible food to over 1,100 community organisations across Australia.

SecondBite acting CEO Lucy Coward said funds raised will help SecondBite to provide the equivalent of 7.5 million meals for Aussies in need.

"It's been another amazing effort from Coles shoppers despite the tough economic conditions. This shows how strongly Australians feel about supporting one another," she said.

"Putting a regular, nutritious meal on the table should never be seen as a luxury. Everyone deserves that, no matter what their circumstances are. The funds raised in this appeal will allow us to rescue food and help many more Australians and we are so thankful to Coles and its customers for supporting us to do that."

Coles Group General Manager, Corporate and Indigenous Affairs Sally Fielke thanked customers for their support of SecondBite.

"We can't thank our customers enough for their generosity in supporting the wonderful work of SecondBite - particularly when many Australians are doing it tough," she said.

"The money raised for SecondBite in this year's Winter Appeal will not only make a difference in local communities across Australia by putting food on the table but will also play a key role in reducing waste by enabling SecondBite to collect unsold edible food destined for landfill from retailers, growers and manufacturers."

In the past 12 months, Coles has donated more than 17.7 million kilograms of unsold, edible food diverted from landfill, equivalent to 35 million meals.

Since 2011, Coles has donated the equivalent of 200 million meals to SecondBite as well as provided funding to support them to reach more communities through initiatives like the Coles Nurture Fund.

Shoppers can continue to support SecondBite at Coles by purchasing specially marked products from the chilled meals aisle. Coles will donate a portion of sales from products such as such Coles Kitchen 300g soups (10 cent donation) or Coles Kitchen Chicken Pesto Pasta Bake (20 cent donation) to SecondBite until Sunday, 3 September.

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For further information, please contact

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