

Media Release

coles | Value the Australian way

October 2022

COLES AND LIQUORLAND RAISE A GLASS TO A NEW SPARKLING COLLECTION

- **Customers to earn credits redeemable for FREE Schott Zwiesel glassware when they spend \$20 or more in one transaction and scan Flybuys card**
 - **BONUS credits on 1100+ products across Coles and Liquorland to help fast-track collection**

As the weather gets warmer and the drinks get cooler, Coles and Liquorland are bringing a touch of sparkle to homes across the country with its latest continuity program, rewarding customers with quality European glassware and giving them a clear reason to cheers this entertaining season.

From today, Coles and Liquorland customers will be able to get their hands on striking Schott Zwiesel "PURE" Tritan® crystalline glassware for FREE by earning 'Glassware credits' when they spend \$20 in one transaction and scan their Flybuys card during their shop at Coles, Coles Online, Liquorland and Liquorland Online¹.

Customers will earn one Glassware credit for every \$20 spend in one transaction, and once customers have enough credits, they can redeem glassware instore at Coles or from Coles Online.

To help collect the full set even faster, customers will also receive BONUS credits from over 1100 participating products across Coles and Liquorland, as part of their \$20 or more shop, meaning they can earn multiple BONUS credits within one transaction².

Recent insights from Coles suggest Aussies are showing no signs of slowing down on home cooking and entertaining as demand for homewares grew nearly 50% post-COVID, with red wine glasses and tumblers among the top-selling essentials.

Made in Europe, Schott Zwiesel "PURE" Tritan® glassware range features five durable and multi-functional glasses; short and tall tumblers, champagne flutes, white and red wine glasses, as well as a decanter, offering thirsty aperitifs, wine connoisseurs and talented novices alike the right glass for the right occasion.

Tritan® crystalline glass creates tougher glassware, which is break, chip and scratch resistant. This makes it perfect for years of daily use and entertaining. The elegant and distinctive angular design, and thin stemware proudly showcases any beverage or sweet treat in style and quality – whether you're hosting a soirée or having a quiet night in.

Coles Chief of Commercial and Express Officer Leah Weckert said the new glassware campaign is another way Coles is helping provide more value at the checkout, while making aspirational, quality homewares more accessible to Australians through their regular shop at Coles.

¹ Spend \$20 in one transaction at Coles, Coles Online, Liquorland or Liquorland Online (after savings and discounts have been applied) to receive a Glassware credit. \$20 spend excludes some purchases including Coles Insurance products, Coles Best Buys Online Exclusive, iTunes cards, gift cards, smoking/tobacco products, mobile phones and mobile phone plans, recharge, Opal top up, calling cards, charity products, eBay and UberEats purchases. Excludes Coles Express and liquor purchases in WA North and NT. Offer available while stocks last only. Earn credits until 03/1/2023 and redeem until 17/1/2023 or while stocks last.

² A maximum limit of one BONUS credit per participating brand or product range, per transaction applies.

“Our customers love our continuity programs, and we see this through increased participation and satisfaction scores each time we run these campaigns. We have now over 22 million kitchen items in Australian households – from MasterChef knives and cookware to KitchenAid bakeware,” Leah said.

“As we come into the peak entertaining season of the year, we're delighted to reward our customers with free quality glassware by one of the leaders in glassware, so they're equipped with trendy, restaurant-quality products they'd be proud to serve their guests.

“Another great element of this program is working with our suppliers to offer BONUS credits on thousands of household items at Coles – and now at Liquorland too, making it even easier for customers to collect the full range than ever before. We're also offering the popular 'half credits, half pay' option, which allows shoppers to redeem their credits in-store at Coles or through Coles Online using half of the Glassware credits and half of the retail price, increasing the accessibility of the program to those who may not spend as much on their weekly shop.”³

At Coles and Coles Online, BONUS credits are offered on over 1000 participating products from 30 household brands including Airwick, Ben's Original, Centrum, Chux, Coles Finest, Colgate, Depend & Poise, Dolmio, Fairy, Glad, Mortein, Omo, Optimum, Palmolive, Rexona, Schwarzkopf and Sukin.

At Liquorland, customers can pour a crisp glass of lager or bubbles, while also getting BONUS credits on more than 100 participating drinks such as Asahi, Great Northern, Malfy Gin, Jacob's Creek, Aperol, Winton Road, and Tussock Jumper.

Starting from 20 credits for a pair of short tumblers, customers will be able to redeem their credits in-store at Coles or through Coles Online in full or they can choose the 'half credits, half pay' option to redeem with half the required credits and paying half the retail price, or purchase by paying the full retail price.³

To complement the stunning glassware collection, customers can complete their dining setting and impress their guests by separately purchasing a Schott Zwiesel double wall stainless steel wine cooler for \$35, stainless steel cocktail shaker and spoon set for \$25, stainless steel 6-piece ice cube and tong set for \$20 to keep drinks cool without watering them down – available to purchase at Coles and Coles Online from Wednesday 21st September.

[CLICK HERE FOR HIGH RES IMAGES](#)

COLES GLASSWARE COLLECTION

The six-piece Schott Zwiesel “PURE” Tritan® glassware is lead free and manufactured with laser technology for a smooth thin and elegant edge.



Short Tumblers 389mL set, 20 credits: The short tumbler glass from the “PURE” series presents any beverage – especially whisky at its best for any occasion. Dishwasher safe.



Tall Tumblers 357mL set, 24 credits: This tall tumbler presents a variety of drinks in a stylish manner, making long drinks, wines, beers, juices, and even alcohol-free cocktails an attractive appeal. Dishwasher safe.



Champagne Glasses 209 mL set, 30 credits: The slim goblet combined with an effervescence point turns bubbles into an invigorating experience. Dishwasher safe.



White Wine Glasses 407 mL set, 34 credits: For a true gourmet indulgence, this glass helps Sauvignon Blancs and other white wines to breathe and provides a stylish depth to even the most delicate of bouquets. Dishwasher safe.

³ Credits can only be redeemed at Coles Supermarkets or through Coles Online (excludes Coles App). Half pay requires redeeming 50% of the Glassware Credits and paying 50% of the retail price using cash, EFTPOS or gift cards.



Red Wine Glasses 692 mL set, 34 credits: The goblet has a wide diameter which helps red wines to breathe and provides depth to their bouquets. Dishwasher safe.



Decanter 1.9L, 50 credits: Designed to optimise aeration with the wide base. Decanting wine allows flavours and aromas that were dormant while bottled to expand and breathe. It's light weight and easy to handle with long slim decanter neck. It also allows any wine sediment to settle at the bottom of the decanter thereby preventing sediment entering glassware. Hand wash only.

For further information, please contact: Coles Media Relations (03) 9829 5250 or media.relations@coles.com.au