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## **TWO AUSSIE ICONS UNITE IN ONE SWEET TREAT AS VOTED BY COLES SHOPPERS** *Lamingtons and hot cross buns come together for the ultimate Aussie bakery treat*

Australians will have even more of a reason to get excited about hot cross buns this Easter with Coles launching a new flavour inspired by one of the nation's favourite cakes – the lamington.

The mash-up of the iconic Aussie treat and the humble hot cross bun follows customer research which revealed 54 per cent of customers surveyed said they'd love to eat a lamington-flavoured bun.

Using the unique flavour profile of the Australian lamington, the limited edition Coles Lamington Hot Cross Buns are made with chocolate, studded with milk chocolate chips, toasted shaved coconut chunks and bursts of soft raspberry jellies.

Best served toasted and slathered in butter, Coles customers can tuck into the exciting new twist on an Aussie classic available now at more than 700 stores across the country.



Since launching hot cross buns on Boxing Day, more than 11 million hot cross buns have been sold at Coles stores nationally, suggesting that Australians just can't get the Easter treat early enough.

Coles Senior Category Manager Freddie Hancock said that customers are becoming increasingly open to new flavours when done right.

"We know Australians love traditional products that have a nostalgic pull but with a modern-day twist – and we think we've got a winner here with our new lamington hot cross buns just in time for Australia Day," he said.

"We're always listening to customer feedback to determine new product launches, and it's important for us to have some fun with flavours and shake up the hot cross bun market to give customers something they've never had before, but ultimately it has to taste great.

"We've spent months fine-tuning the recipe to make sure we have the perfect flavour profile of a lamington in a hot cross bun using its traditional pairing of chocolate, coconut and raspberry."

Available from today, the Coles Lamington Hot Cross Buns are \$3.50 for a 4-pack and join the classic range including Coles' CHOICE recommended 2019 traditional 100% Aussie fruit; award-winning chocolate; apple & cinnamon and fruit-free hot cross buns, as well as gluten-free traditional and chocolate varieties.

**For further information, please contact:**

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