

Media Release

Thursday, 23 January 2025

TAKE A RIDE INTO FLAVOUR COUNTRY WITH COLES' NEW, LIMITED-EDITION ARNOTT'S WAGON WHEELS INSPIRED HOT CROSS BUNS

Coles and Arnott's have once again saddled up and kicked dust to the wind for Easter, letting loose the limited-edition **Coles Arnott's Wagon Wheels Inspired Hot Cross Buns** — a new and nostalgic twist on a bakery classic that combines the feel-good taste of an Aussie icon with the much-loved tradition of hot cross buns.

Arnott's Wagon Wheels have been a beloved Aussie classic since 1952, and after 12 months of wrangling the perfect recipe, Coles is blazing a trail with buns inspired by the marshmallow, gooey jam and smooth chocolate-coated biscuit, available in store from Monday 3 February, while stocks last.

With a moreish marshmallow flavour combined with raspberry fudge, raspberry jellies and choc chips, the Coles Arnott's Wagon Wheels Inspired Hot Cross Buns are a wild ride of deliciousness in every bite, ideal for the Easter table or a trip down memory lane.

Coles General Manager Commercial, Bakery, Dairy & Frozen, Brad Gorman said the team was thrilled to partner with Arnott's for a second consecutive year to give customers a familiar taste of nostalgia this Easter.

"We know Aussies love hot cross buns and they love Arnott's classics, so it made perfect sense to combine the two and give Wagon Wheels the highly anticipated Coles Easter treatment," he said.

"After a lot of hard work from our talented product development team, we're delighted to deliver a product that takes you back to those childhood moments of enjoying a Wagon Wheels biscuit. It's the feel-good nostalgic taste of Australia, now in a hot cross bun, and we can't wait for our customers to try it for themselves and make it a new family favourite!"

This ain't Coles and Arnott's first rodeo, last year partnering to create the viral Coles Arnott's Iced VoVo and Pizza Shapes inspired Hot Cross Buns which flew off shelves and earned rave reviews from Aussies who couldn't get enough of the unique and nostalgic taste.

The Coles Arnott's Wagon Wheels Inspired Hot Cross Buns are the latest addition to Coles Bakery's lineup of innovative bun mash-ups, following in the footsteps of iconic creations like VEGEMITE and Cheese Hot Cross Buns, as well as exciting past flavours such as Red Velvet, Burger Sauce and Carrot Cake.

Ranita Cowled, Business Director – Treating at The Arnott's Group, said: "Collaborating with Coles for a second year, bringing back the iconic Coles Arnott's Iced VoVo inspired Hot Cross Buns as well as the addition of another one of our tasty, iconic bikkies, highlights both brand's celebration of modern nostalgia

and unique innovation. Arnott's Wagon Wheels have been loved by generations of Aussies given its unique combination of a sweet treat meets biscuit. So, whether you're a lifelong Wagon Wheels fan or discovering them for the first time, these buns are a must-try this Easter."

Customers can giddy up to their local Coles to try the limited-edition Coles Arnott's Wagon Wheels Inspired Hot Cross Buns, available in store and online from Monday 3 February while stocks last.

COLES ARNOTT'S WAGON WHEELS INSPIRED HOT CROSS BUNS AVAILABLE FROM 3 FEBRUARY

Product	Price
Coles Arnott's Wagon Wheels Inspired Hot Cross Buns 4-pack	\$5.50 each

ADDITIONAL COLES BRAND HOT CROSS BUNS AVAILABLE IN STORE NOW

Product	Price
Coles Choc Chip Hot Cross Buns 6pk	\$4.40 each
Coles Apple and Cinnamon Hot Cross Buns 6pk	\$4.40 each
Coles Fruit Free Hot Cross Buns 6pk	\$4.40 each
Coles Traditional Mini Fruit Hot Cross Buns 9pk	\$4.40 each
Coles I'm Free From Fruit Hot Cross Buns 3pk	\$4.40 each
Coles I'm Free From Chocolate Hot Cross Buns 3pk	\$4.40 each
Coles Finest Luxurious Fruit Hot Cross Buns 4pk	\$5.50 each
Coles Vegemite and Cheese Hot Cross Buns 4pk	\$5.50 each
Coles Arnott's Iced Vovo Inspired Hot Cross Buns 4pk	\$5.50 each

-ends-

For media enquiries, please contact

Coles Media Line (03) 9829 5250 or media.relations@coles.com.au