

# Media Release

**coles** | Value the Australian way

Wednesday 20 December 2023

## COLES SLASHES PRICES ON HUNDREDS OF CHRISTMAS PRODUCTS

*Aussies to pocket savings across festive staples including prawns, turkey and Christmas pudding*

With less than one week until Christmas, Coles is helping customers with cost-of-living pressures by cutting the price of Christmas products with savings of more than 50% across delicious bakery products, ir-reel-sistible seafood staples, grocery, fresh produce and centrepiece fresh meat products, helping stretch Aussie family budgets further.

When it comes to an Aussie Christmas spread, nothing is more iconic than fresh seafood and with incredible savings across Coles' responsibly sourced range of **KB's Deli Thawed MSC WA Cooked Rock Lobster at \$22 each**, down from \$27, and a once-in-a-decade catch on **Raw Banana Prawns at \$14 per kilo**, down from \$20 per kilo — \$8 cheaper than the same time last Christmas — there is an abundance on offer for the 41% of Coles customers planning to eat seafood this festive season<sup>1</sup>.

There are more seafood savings in store from today, paired perfectly with mango mayonnaise or part of a larger seafood grazing platter, pick up quick and easy **Cooked Fresh Black Tiger Prawns down to \$30 per kilo from \$38** and **Large Thawed Black Cooked Tiger Prawns \$30 per kilo, down from \$38** and **Jumbo Thawed Black Cooked Tiger Prawns \$35 per kilo, down from \$39**, all available until 27 December.

Catering to all Aussie sweet-tooths and their Christmas menus, prices have dropped to offer great value for decadent puddings, including indulgent Coles Finest customer favourites; **Coles Finest Luxury Christmas Pudding 900g at \$7.50**, which is down from last year's price of \$12.50 and **Coles Finest Luxury Belgian Chocolate & Orange Pudding 610g at \$13.50**, down from \$15.50, and Coles' great value favourite **Traditional Pudding 700g now available at \$5**.

Coles has revealed customers are expected to purchase 243 tonnes of turkey this festive season, with the supermarket offering a variety of fresh turkeys at incredible fixed price points that are lower than in previous years, including **Coles RSPCA Approved Whole Turkey Medium at \$34** and **Coles Finest Hunter Valley Free Range Whole Turkey Large at \$53**, down from \$58.

To complete the Christmas feast, Coles is offering great value on festive fruit and vegetables from Wednesday with **Coles Carisma Washed Potatoes \$4.00 per 2kg bag** (excluding TAS), **loose corn starting at \$1** (available VIC, QLD, SA, WA) and to help create the perfect pavlova, **Peaches or nectarines at \$3.90 per kilo** and **Cherries reduced to \$15.90 per kilo nationally**.

<sup>1</sup> Coles Circle, Christmas Early Survey, n=7,416

With discounts galore on Christmas products in the lead up to Christmas Day, Coles Executive General Manager of Fresh Andy Mossop said the supermarket had gone to great lengths to offer savings to help families' make the most of their holiday budget.

"We know price is a major factor for our customers during the festive season, and that's we've worked hard with our fantastic suppliers to provide customers with value throughout December, delivering quality products while keeping prices as low as possible," Andy said.

"We're delighted to offer great prices and savings across a number of Christmas favourites — from delicious lobster, to succulent turkey and of course indulgent puddings — to ensure customers right across the country can celebrate Christmas the Australian way — sharing a meal with family and friends."

With customers expected to purchase 400 tonnes of prawns across the weekend leading into Christmas, Coles Ambassador and former Masterchef contestant Courtney Roulston said the discounted prices offer the perfect opportunity to shop festive feast must-haves for the Christmas table.

"For me, Christmas is all about creating memories and nothing says 'memorable' like a table piled high with Banana Prawns, ready to be peeled and devoured together," she said.

"There are so many ways to enjoy Australian Raw Banana Prawns this time of year, like butterflied and barbecued with a little garlic butter and fresh herbs, paired with mango and avocado for a refreshing summer salad, or cut up with fennel and cranberry and served in any leftover dinner rolls.

"Remember, if you have cooked prawns on your table this year, be sure to serve them on ice for longevity and freshness."

Coles' 2023 Christmas range across grocery, bakery and entertaining products is available in store and online.

### **Coles great value Christmas products include:**

#### **Seafood - savings available until Wednesday 27 December**

- Coles Deli Thawed Australian MSC Raw Banana Prawns, \$14/kg, down from \$20
- Coles Deli Thawed Raw Black Tiger Prawns, \$24/kg, down from \$29
- Coles Deli Thawed Australian MSC Raw King Prawns, \$18/kg, down from \$22 (from Wednesday 20 December)
- Coles Deli Thawed Australian Cooked Black Tiger Prawns Large, \$28/kg, down from \$32 (from Wednesday 20 December)
- Coles Deli Fresh Australian Cooked Black Tiger Prawns, \$30/kg, down from \$38
- Coles Deli Thawed Australian Cooked Black Tiger Prawns Jumbo, \$35/kg, down from \$39 (from Wednesday 20 December)
- Thawed MSC WA Cooked Rock Lobster small, \$22 each down from \$27
- Coles Deli Thawed MSC Raw Lobster Tails, \$8 each, down from \$9.50
- Thawed MSC WA Cooked Rock Lobster large, \$49 each, down from \$55

#### **Ham - savings available until Christmas Day**

- Coles Beechwood Double Smoked Half Leg Ham, \$12, down from \$13

#### **Bakery – savings available until Christmas Day**

- Coles Finest Luxury Christmas Pudding 900g, \$7.50, down from \$15
- Coles Finest Luxury Gingerbread & Butterscotch Star Pudding 610g, \$13.50, down from \$15.50
- Coles Finest Luxury Belgian Chocolate & Orange 610g, \$13.50, down from \$15.50
- Coles Festive Florentines 150g, \$4, down from \$5
- Coles Finest Berry Soft Nougat 130g, \$6, down from \$7.50
- Coles Finest Luxury Madagascar Vanilla Meringue Wreath, \$14, down from \$17
- Coles Festive Matured Christmas Pudding 700g, \$6.50, down from \$7.50
- Coles Finest Luxury Christmas Crunch 130g, \$6, down from \$8
- Jon Jon Brandy Snaps 120g, \$5 down from \$6
- Coles Festive Matured Christmas Pudding 110g, \$2.80, down from \$3.20
- Coles Finest Chocolate Soft Nougat 130g, \$6, down from \$7.50
- Coles Festive Chocolate Pudding 500g, \$7, down from \$7.80
- Coles Festive Salted Caramel Pudding 500g, \$7, down from \$7.80
- Adalgisa Classic Panettone 900g, \$19, down from \$21
- Ital Panettone Traditional 800g, \$11.50, down from \$12.50
- Coles Festive Decorated Advent Calendar 240g, \$3, down from \$14.50
- Baroni Panettone Choc Chip 900g, \$11, down from \$13
- Coles Finest Luxury Jewelled Fruit Cake Large 800g, \$12.50, down from \$13.50
- Baroni Pandoro 750g, \$12, down from \$13
- Coles Festive Chocolate Brownie 330g, \$10.50, down from \$11.50
- Ital Panettone Baileys 800g, \$13, down from \$17
- NI Aust Celebration Cake Sun-Soaked Fruit & Nuts 700g, \$17, down from \$18
- Balfours Christmas Large Pudding 700g, \$10, down from \$12.50
- Coles Christmas Traditional Pudding 700g, \$5.00, down from \$5.50
- Kuchenmeister Stollen Bites Roast Apple 300g, \$6.80, down from \$7.50
- Coles Finest Luxury Profiteroles 8pk 160g, \$12, down from \$13
- Coles Finest Luxury Salted Caramel Mini Tarts 6pk, \$8, down from \$8.50
- Coles Finest Luxury Christmas Pudding 140g, \$3, down from \$4
- Coles Festive Raspberry Santa Cheesecake 450g, \$12, down from \$13
- Coles Finest Luxury Candied Orange & Roasted Almond Shortbread Biscuits 350g, \$13, down from \$16
- Coles I'm Free From Mini Fruit Cake Bites 9pk, \$7.50, down from \$8.50
- Baroni Panettone Fruit 900g, \$10, down from \$13
- Coles I'm Free From Fruit Mince Pies 4pk, \$6, down from \$6.20
- Coles Finest Soft Nougat Collection 200g, \$8, down from \$9
- Coles Festive Christmas Tree Biscuit 45g, \$1.50, down from \$1.80
- Kuchenmeister Premium Marzipanstollen 200g, \$4.00, down from \$5
- Ital Mini Panettone Fruit Pear & Chocolate 100g, \$4, down from \$4.50
- Coles Fruit Mince Pastry 4pk, \$5, down from \$5.50
- Coles Festive Gingerbread Person 40g, \$1.50, down from \$1.80
- Coles Meringue Kisses Raspberry 100g, \$5, down from \$5.20
- Coles Festive Assorted Gingerbread 500g, \$7.50, down from \$8
- Kuchenmeister Premium Marzipanstollen 200g, \$, down from \$5
- Coles Finest Luxury Brown Sugar & Belgian Dark Chocolate Meringues 4pk, \$9, down from \$10
- Coles I'm Free From Christmas Pudding 400g, \$7.50, down from \$7.80
- Coles Dreams Crumb True Festive Cookie 4pk, \$3.50, down from \$5

- Coles Finest Luxury Raspberry & Belgian White Chocolate Meringues 4pk, \$9, down from \$10
- Jon Jon Brandy Baskets 120g, \$5, down from \$6
- Ital Fruit Biscotti, 170g \$2.50, down from \$3
- Coles I'm Free From Chocolate Pudding 110g, \$3, down from \$3.50
- Balfours Christmas Light Fruit Cake 800g, \$10.80, down from \$13.50
- Coles Festive Chocolate Dipped Biscuits 170g, \$4.80, down from \$5
- Coles I'm Free From Christmas Pudding 110g, \$3, down from \$3.50
- Coles Festive Chocolate Stars 200g, \$4.80, down from \$5
- Ital Panettone Orange & Choc Mini, \$4.40, down from \$4.90
- Coles Festive Pfeffernusse 200g, \$2.80, down from \$3
- Balfours Mini Christmas Pudding 4pk 320g, \$8.50, down from \$10
- Balfours Christmas Fruit Mince Pies 400g, \$6.50, down from \$7.50
- Coles Classic Tropical Trifle 1.4kg, \$20.00, down from \$25.00
- Coles Indulgent Triple Chocolate Trifle 1.3kg, \$20.00, down from \$25.00
- Maggie Mae Iced Fruit Cake 800g, \$9.00, down from \$11.00

**Turkey - available in store now and cheaper than last year. Coles Turkeys will be available at fixed price points to help make budgeting easier for customers**

- Coles RSPCA Approved Whole Turkey Small minimum 3kg, \$27, down from \$29 last year
- Coles RSPCA Approved Whole Turkey Medium minimum 3.8 kg, \$34, down from \$35 last year
- Coles RSPCA Approved Whole Turkey Large minimum 4.6 kg, \$41, down from \$42 last year
- Coles RSPCA Approved Whole Turkey Extra Large minimum 5.4 kg, \$48, down from \$50
- Coles Finest Hunter Valley Free Range Whole Turkey Small minimum 3 kg, \$35, down from \$41
- Coles Finest Hunter Valley Free Range Whole Turkey medium minimum 3.8 kg, \$44, down from \$49
- Coles Finest Hunter Valley Free Range Whole Turkey Large minimum 4.6kg, \$53 down from \$58
- Coles Finest Hunter Valley Free Range Whole Turkey Extra Large minimum 5.4kg, \$63, down from \$68

**Save more than 50% off Boxed Chocolates - available until Christmas Day**

- Quality Street Chocolate Variety Gift Box 500g, \$14, down from \$30
- Toblerone Chocolate 750g, \$10, down from \$28
- Cadbury Roses Tin, \$15, down from \$34
- Cadbury Favourites Big Share 820g, \$15 down from \$32

**Festive Fruit and Vegetables – prices available from Wednesday 20 December**

- Coles Carisma Washed Potatoes 2kg - 25% less carbs – an amazing \$4.00 (all states, except TAS);
- \$1 loose corn in Vic, Qld, SA and WA;
- Boost the taste and flavour of Christmas with 2 for \$5.50 fresh herb range
- Dressed Salads range currently on Down-Down (\$6 each – was \$7 Sep 2023)

- Coles Kitchen Pasta Salad | 800g
- Coles Kitchen Potato Salad | 800g
- Coles Kitchen Coleslaw Salad | 800g
- Coles Kitchen Classic Salad Veggie Pasta | 800g
- Coles Cherry Tomatoes prepacked 250g – 2 punnets for \$4 in NSW and VIC
- Peaches \$3.90/kg in NSW and QLD
- Nectarines \$3.90/kg in VIC/WA/TAS & SA
- \$1.90/kg watermelon in QLD and NSW
- Cherries available nationally at \$15.90/kg

**ends**

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