

Media Release

coles | Value the Australian way

Wednesday 23 November 2022

AUSSIES TO GRAB MASSIVE SAVINGS AT COLES' BIGGEST-EVER BLACK FRIDAY SALE

- **15% off selected gift cards at Coles supermarkets**
- **Discounted refurbished Apple devices and great value homewares with Coles Best Buys**
- **Hundreds of Coles Online exclusive offers including 20% off liquor for Coles Online customers among other major deals this week**

Aussies will have the biggest chance to save on groceries, experiences and homewares at Coles' largest Black Friday sale starting today, with discounts including 15% off selected gift cards and hundreds of prices slashed of up to 50% off across Coles Online.

With almost double the deals this year, Coles' Black Friday event promises to save shoppers hundreds of dollars on everyday essentials to big-ticket homewares to help make life easier and stretch their budgets further this busy Christmas period of gifting and entertaining.

Some of the special Black Friday deals include:

- **15% off selected gift cards** (in-store only), with extensive redemption options such as JB Hi Fi, JD Sports, Nike, Cinemas, Baby Bunting and restaurants across the country¹;
- Refurbished **Apple iPhone SE 64gb** for just **\$289** at Coles store nationwide
- **Hundreds of Coles online-only offers** including up to 50% off selected beauty products, Bonds and pantry staples to stock up for Christmas entertaining;
- **\$20 off when you spend \$250** in one transaction at Coles online²;
- **3x Flybuys bonus points** on all Coles Online transactions during Black Friday week;
- **20% off liquor** for Coles Online customers;
- **Coles Best Buys** www.coles.com.au/catalogues-and-specials limited edition value range featuring homewares, toys, tech and power tools; and
- Refurbished Apple iPhones, outdoor pools, spas and kids play centre, some available exclusively at **BestBuys.coles.com.au**

From today, customers can start stacking their savings at over 90 retailers by purchasing a discounted TCN Gift Card first at Coles stores nationally, and adding discounts already offered at participating retailers this festive season. There's something for everyone with 15% off The Kids Card, The Teen Card, The Home, The Active Card, The Shop Card, The Choice Card, The Cinema Card, The Pamper Card, The Love Card, The Restaurant Card and Good Food Gift Cards

Also in-store, customers can grab a refurbished **Apple iPhone SE 64gb** for the first time for just **\$289**, as well as save across over 40 in-store Coles Best Buys offers on sale over the two-week period.

For online shoppers, until 29 November, there will be hundreds of **Coles online-only offers**, including discounts of up to 50% off selected breakfast, entertaining and health foods, as well as **\$20 off when you spend \$250** in one online transaction. Flybuys members can also supercharge their points by receiving 3x bonus points with

¹ Limit of 5 Gift Cards per customer. Offer valid only in store at Coles Supermarkets (excludes Coles Online, Coles Express and purchases via giftcards.com.au), subject to store availability. While stocks last, no rainchecks. Offer valid from 23/11/2022 to 29/11/2022. Refer to individual gift card for terms and conditions.

² \$20 off your shop and free delivery offer is valid only when you shop via shop.coles.com.au and spend \$250 or more in one transaction. Valid after savings and discounts and excludes smoking and tobacco products. Discount is applied when you enter the promotional code BLACKFRIDAY at checkout. Offer is valid on any qualifying order placed until 11:59pm AEDT 29 November 2022. If you modify your order outside of the promotional period, the discount will not be upheld. Order cut-off times apply (incl. 1am Sat/Sun in some stores on weekends). Visit shop.coles.com.au for standard terms and conditions. *Excludes Coles Best Buys Online Exclusive, eBay and UberEats purchases.

every online transaction until 29 November. New Coles Online shoppers will receive 30x Flybuis bonus points on their first shop during this time just for giving online shopping a try.

Coles Best Buys has some incredible gifts for any age launching even more offers this Friday, 25 November at around 500 Coles supermarkets and Coles online.

The limited-edition range includes a must-have for outdoor cooking – a **Portable Charcoal Grill** with multi use teppanyaki and food serving tray, bamboo lid and board for just \$99.99. Whether you're camping or entertaining in the backyard or park, this portable beauty will grill meats, fruit and veg to smokey perfection.

For teens and kids, there's a range of gift ideas at market-leading prices including **gaming bundles** with wireless headphones, RGB wired gaming keyboard, mouse and pad for just \$69.99, **Disney plush toys** and a **Tonka steel truck** from \$34.99³.

Coles Best Buys online exclusives range on [BestBuys.coles.com.au](https://www.bestbuys.coles.com.au) has it all for big kids and small including; a **Funtivity Kids Play Centre**, down from \$320 to \$169 – an easy to assemble, durable resin construction with a tunnel, ladder, slide and hours of fun, and a **Bestway Power Steel Above Ground Pool** set for \$569.

Great value **Premium Refurbished Apple devices** including an **iPhone 11 64gb**, available in black, green, purple, white, red or yellow with a 12-month warranty for \$499, as well as a premium Refurbished Samsung Galaxy S21 5g 128gb, available in grey, purple or white with a 12-month warranty for \$479 for a limited time only, while stocks last. Customers receive **free delivery** on all orders at [BestBuys.coles.com.au](https://www.bestbuys.coles.com.au).

Coles Chief Executive for Commercial and Express Leah Weckert said Coles had doubled down on its Black Friday promotion to help save customers money across the business at a time they need it most.

"Black Friday is a major global retail event, and we're excited to come onboard with double the promotions this year compared to last year and help provide our customers with great savings as we enter an inevitably busy period of gifting and entertaining for all Australians," she said.

"Among hundreds of deals across our supermarkets, online and liquor business, our 15% off selected gift cards promotion remains one of our most popular offers as it gives customers an opportunity to stack their savings at many retailers across the country. If you're already saving 50% at one retailer, you can save an extra 15% by using the gift card you buy at Coles this week.

"With our popular Coles Best Buys range now available at over 500 stores, we're giving customers the opportunity to purchase more than just their groceries at the supermarket. This week's range focuses on something for everyone – whether you're shopping for yourself to elevate your cooking with some of the great value appliances on offer or wanting to create a fun, memorable outdoors space to entertain friends and family this Summer with fantastic inflatable pools, electric scooters and play centres for kids from our Best Buys Online Exclusives range, which also conveniently delivers big bulky times direct to home for free."

Coles General Manager for Online Merchandising and Operations Mark O'Connor said the Coles Online Black Friday sale is set to be the biggest-ever Coles Online promotion.

"Customers love the value and convenience of Coles online, and our Black Friday sale will help them save on hundreds of everyday products," Mark said.

"This is a fantastic opportunity to stock up on some of those pantry and freezer staples now and save on your Christmas feasts. As popularity for Coles Online heightens in the lead up to Christmas and Summer holidays, we are committed to helping our customers shop more easily anytime, anywhere, anyhow, and we will continue to invest in our eCommerce to ensure we're providing the best value and experience for our customers this festive period."

A new Coles Best Buys range is available every Friday at 518 Coles supermarkets and 372 Coles online stores, as well as an exclusive online range on [www.Bestbuys.coles.com.au](https://www.bestbuys.coles.com.au). Products are only available for a limited time and while stocks last. To view the list of Coles Best Buys participating stores, please visit [coles.com.au](https://www.coles.com.au).

³ Disney plush toys and a Tonka steel truck not available in WA

MORE INFORMATION ABOUT COLES BLACK FRIDAY SALES

15% off Gift Cards at Coles supermarkets, nationwide. Some of the retailers in the Gift Card Network include:

Nike	New Balance	Trybe	Tony Bianco	Giant
Foot Locker	Surfstitch	Diesel	Aveda	Drummond Golf
XBOX	Intersport	Neverland	Princess Polly	Adairs
Culture Kings	Toyworld	Aquila	H&M	Provincial
Platypus	H&M	Academy	Sportsgirl	Matchbox
Surf Dive & Ski	The Athletes Foot	Timberland	Adore Beauty	Urban Home
IMAX	Quicksilver	Edge	Seafolly	House
Strike	Hype	Universal Store	Sunburn	Wheel&Barrow
Holy Moly Golf	Scooter Hut	Mac	Puma	Robins Kitchen
asos	JB HIFI	Kookai	Intersport	My House
Booktopia	Adair Kids	Platypus	Billabong	The Good Guys
Bounce	Baby Bunting	Tiger Mist	Sportspower	
Adidas	Purebaby	Showpo	Angler	
Sketchers	Toyworld	Forever New	Camping World	

COLES ONLINE DEALS

Household:

- 50% off selected Bonds range
- 50% off selected Smash range
- 50% off selected NRG batteries

Cleaning:

- 50% off selected Ajax wipes
- Finish Quantum Ultimate Pro Tablets 2 for \$48

Snacking:

- 50% off selected Pringles
- 50% off selected Doritos

Pet:

- 30% off selected Optimum pet food

Freezer:

- 50% off selected Connoisseur ice creams

Soft Drinks:

- Up to 40% off Coca Cola 24 packs

COLES BEST BUYS IN-STORE HIGHLIGHTS FROM 26 NOVEMBER TO 2 DECEMBER

Product	Best Buys Price
Thomson Scenium Portable Charcoal Grill	\$99.99ea
Thomson Scenium WiFi 10" Digital Photo Frame	\$99.99
Disney Plush Toy Assortment	\$49.99ea
Tonka Steel 4x4 16"	\$34.99ea
Black & Decker Corded Pressure Washer	\$99.99ea

COLES BEST BUYS ONLINE EXCLUSIVES AVAILABLE ON [BESTBUYS.COLES.COM.AU](https://bestbuys.coles.com.au)

Product	Best Buys Price
Funtivity Outdoor Kids Play Centre	\$169 Inc FREE DELIVERY
Refurbished iPhone 11 64GB	\$499 Inc FREE DELIVERY
Premium Refurbished Samsung Galaxy S21 5G 128GB	\$479 Inc FREE DELIVERY
Charlie's Elevated Pet Bed with Tent Large	\$39 Inc FREE DELIVERY
Levede Gas Lift Bed Frame Queen	\$289 Inc FREE DELIVERY
Segway Nine Bot Kickscooter	\$629 Inc FREE DELIVERY
Bestway® Power Steel™ Above Ground Pool Set	\$569 Inc FREE DELIVERY

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

