

Media Release

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Value the Australian way

Tuesday 25 July 2023

SUPERMARKET DC SUPER HEROES LAND AT COLES WITH NEW COLLECTABLE CAMPAIGN TO ENCOURAGE AUSSIES TO HAVE FUN AND EAT MORE FRESH FRUIT AND VEGETABLES

- **35 DC Super Hero Builders FREE to collect with every \$30 spent at Coles and Coles online¹**
- **Coles Fresh Food Challenge launches for Aussies to 'eat like a DC Super Hero and feel like one too'**
- **Plastic-free DC Super Heroes and Super Villains 100% recyclable in household recycling bins**

Coles, in partnership with Warner Bros. Discovery Global Consumer Products and DC, is bringing back its popular BUILDERS collectable program, this time featuring everyone's favourite DC Super Heroes and Super-Villains in a campaign helping to educate and encourage Aussies to enjoy great Aussie fresh fruit and veg through the brand new **Fresh Food Challenge**.

Australia's first-ever DC supermarket collectable campaign brings to life heroic and noble DC characters, including Batman, Wonder Woman and Superman, along with Super-Villains The Joker, Catwoman and Poison Ivy, with all collectables made from 100% FSC® certified cardboard sourced from responsibly managed forests, and are also recyclable in household recycling bins at end of play.²

The stars of the challenge are linked with fresh fruit and vegetables, for instance, energy rich bananas for adventurers like **Batman**, fibre-rich apples worthy of Amazonian warriors like **Wonder Woman** and juicy sweet corn for strength like **Superman**.

From Wednesday 2 August, customers of all ages can collect a FREE DC Super Hero Builder character with every \$30 spent in one transaction at Coles supermarkets and Coles Online¹.

With a total of 35 unique characters to collect, the program will provide hours of fun, play-based entertainment for fans young and old who can build full sets of the DC Super Heroes (or Villains!) they love the most.

Coles Chief Customer Officer Amanda McVay said at a time when cost-of-living is front of mind for customers, Coles is providing another way to help give value back to customers through entertainment and food education.

"We're excited to launch the **Fresh Food Challenge** alongside the new DC Super Hero Builders program," Amanda said.

"We know through data³ that only 8.5 per cent of children aged 2 to 17 years meet the daily recommended serves of fruit and vegetables.

"The fun challenge features a free chart with a collector checklist to follow and complete the pairing of 35 fruit and vegetables with their iconic DC Super Heroes and Super-Villains. The charts are available free in store or available to download at coles.com.au."

"This program is centred on helping educate our customers in a fun way, on the health benefits of great

quality Aussie fruit and veg to help them stay well this Winter. We also want to make it easy for parents to educate their children on fresh food choices – and are doing this by teaming the DC Super Hero Builder program with fruit and veg education."

Accredited Practising Dietitian Joel Feren said fruit and vegetables are the cornerstone of a healthy eating plan.

"Fruit and veggies provide vitamins, minerals, dietary fibre and antioxidants to help protect our bodies and reduce future disease risk⁴," Joel said.

"As a dad I know it can be tricky to convince kids to eat veggies. Fun activities like this can help parents to encourage healthy eating in children, plus research shows that children learning to like eating vegetables at an early age is critical to set up positive habits for life⁵."

The DC Super Heroes are plastic-free and 100% recyclable in household recycling bins. Planet Ark CEO Rebecca Gilling said: "It's great to see Coles supporting alternatives to single-use plastic products with plastic-free and FSC-certified collectibles that are 100% recyclable at end of play."

How to boost your collection

Super Hero fans and avid collectors will have the opportunity to collect all 35 Coles DC Super Hero Builders sooner by receiving a BONUS Coles DC Super Hero Builder when they spend \$30 and purchase a selected product from over 30 participating brands¹ including Supercoat, Fancy Feast, Vanish, Pine O Clean, Finish, Coles Kitchen, BOM, Gillette, KOi, Masterfoods, Ben's Original, Dolmio, Pantene, Huggies, Swisse, Colgate, Nescafe, Starbucks, Carman's (Cereal & Nutritional Snacks) and more.

How to build the characters and have fun with additional collectors' items

Customers can soon get crafty by popping out the pieces of their DC Super Hero Builder and assembling the parts together to create their characters and Batmobile, which is available to purchase for \$10. Collectors can also purchase a plastic-free and kerbside recyclable Collector Case to house all 35 characters for \$10. An array of DC-themed merchandise including novelty mugs, plush toys and an educational activity book will also be available to buy at Coles and Coles online, starting from \$4 each.

For more information on the Coles Fresh Food Challenge and to download the FREE poster, [click here](#)

[CLICK HERE](#) TO VIEW IMAGES FROM COLES DC SUPER HERO BUILDERS LAUNCH

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For media enquiries, please contact:

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

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery Global Brands, Franchises, and Experiences, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising

organizations in the world.

DC, part of Warner Bros. Discovery, creates iconic characters and enduring stories and is one of the world's largest publishers of comics and graphic novels. DC's creative work entertains audiences of every generation around the world with DC's stories and characters integrated across Warner Bros. Discovery's film, television, animation, consumer products, home entertainment, games, and themed experiences divisions, and on the DC Universe Infinite digital comic subscription service. Learn more at DC.com.

¹ Spend \$30 in one transaction at Coles or Coles Online (after savings and discounts have been applied) and receive a Coles Super Hero Builder. Coles Super Hero Builder/s must be redeemed at point of purchase. \$30 spend excludes the purchase of Coles Insurance products, DoorDash, UberEats, Coles Best Buy Online Exclusive, iTunes cards, gift cards, mobile phone and mobile phone plans, recharge, Opal top up, calling cards, charity products, liquor, tobacco and tobacco related product purchases. A maximum of 20 Coles Super Hero Builders per qualifying transaction for Coles Online applies. Offer ends 19 September 2023. While stocks last. For full terms and conditions visit coles.com.au/superheroterms. JUSTICE LEAGUE and all related characters and elements © & TM DC.

² Coles Super Hero Builders can be recycled in your household recycling bin by tucking all pieces securely back inside the paper wrapper or another used envelope. In order to recycle the play kits, please dismantle and place larger pieces directly into your household recycling bin. Any smaller pieces should be tucked inside a used envelope. For more detailed recycling advice, please refer to the recycling instructions provided via the QR code link inside each play kit.

³ In 2020-21, of children aged 2-17 years:

- Three in five (62.6%) met the fruit recommendation
- 9.0% met the vegetable recommendation
- 8.5% met both the fruit and vegetable recommendations
- 5.3% did not eat fruit and 4.1% did not eat vegetables.

Source: [Dietary behaviour, 2020-21 financial year | Australian Bureau of Statistics \(abs.gov.au\)](https://abs.gov.au)

⁴ National Health and Medical Research Council (2013) Australian Dietary Guidelines Summary. Canberra: National Health and Medical Research Council., Guideline 2, p.14

⁵ A focus on enjoyment and learning to like eating vegetables at an early age is critical to forming favourable lifelong eating habits. Birch, L.L., Development of food acceptance patterns in the first years of life. *Proceedings of the Nutrition Society*, 1998. 57(4): p.617-624. Birch, L.L., Development of food preferences. *Annual review of nutrition*, 1999. 19(1): p. 41-62.

Children exposed to a variety of vegetables from an early age to achieve an increase in vegetable intake. Bell, L.K., et al., Supporting strategies for enhancing vegetable liking in the early years of life: an umbrella review of systematic reviews. *The American journal of clinical nutrition*, 2021. 113(5):p.1282-1300.