

Media Release

coles | Value the Australian way

Thursday, 26 November 2020

UNEXPECTED ITEM IN BAGGING AREA: THERMO COOKER, CUBBY HOUSE, KAYAK AND MORE AVAILABLE AT SELECTED COLES STORES

Customers to grab big bargains at Coles; 15% off selected gift cards from Wednesday and Best Buys Bonanza from Friday with special Coles Online exclusive products

From kitchen appliances to outdoor furniture and toys for the whole family to enjoy, Coles' Best Buys Bonanza is launching tomorrow at 197 supermarkets across the country, helping Australians save hundreds on big-ticket items in time for gifting and entertaining this Christmas.

As part of the limited edition range available in store, Aussies can get the ingredients at Coles and bake their cake too with a 5L stand mixer with stainless steel bowl for just \$89.99, emulating a top branded product found at department stores for six times the price.

Customers can also grab a bargain on appliances starting at just \$19.99 each for a popcorn maker, chocolate fountain and ice cream maker, 1000W pro blender for \$49.99, an espresso machine with high pressure frothing for \$79.99, an 1800W air fryer for \$99.99 and a \$249 thermo cooker with 15 functions to sauté, steam, blend, melt, emulsify, slow-cook, chop and knead.

For kids large and small there are limited edition toys including a dual basketball ring with electronic scoreboard for \$99.99, a Tonka steel mighty dump truck for \$39.99, and a waterproof WIFI 4k action camera for just \$69.99.

For the first time, Coles is also launching exciting new products available only on **Coles Online** and delivered straight to home. Items include a lite-rapid kayak for \$249, 10ft stand up paddleboard with detachable seat for \$299, balcony furniture set for \$249 and a children's large cubby house, \$159.

For even more savings throughout the festive season, until Tuesday 1 December all Coles supermarkets are offering 15% off selected gift cards redeemable at more than 90 retailers and brands.

There's 15% off Nintendo eShop cards as well as cards redeemable at a range of retailers such as The Kids Card, The Teen Card, The Him Card, The Her Card, The Cinema Card, The Pamper Card, The Pub & Bar Card, The Restaurant Card and \$50 and \$100 Google Play Gift Cards.

Coles General Manager for Health and Home Jonathan Torr said Coles Best Buys give customers the chance to purchase more than just their groceries at the supermarket with an ever-changing range of appliances, cookware, tech and toys for the whole family in one shop.

"The purpose of our hugely popular Best Buys range is to make aspirational products more affordable for all Australians," he said.

"Our Best Buys Bonanza range is the biggest and best sale we've ever had. We've taken inspiration from leading kitchen and sporting brands from across the globe and sourced similar products for fraction of the price for our customers. We've worked hard to ensure that the products we're offering are not only the best value on the market but are also fantastic quality.

"We're excited to expand Best Buys to more stores and have an exclusive range available only on Coles Online too, which means our amazing deals will be available to even more customers all around Australia.

"For an extra special offer, we're giving customers 15% off a range of gift cards – this is our biggest gift card offer yet and a true hack for shoppers who want to save even more at over 90 major retailers across the

country. So if you're already saving 50% at one retailer, you can save an extra 15% by using the gift card you buy at Coles from today."

Since launching in May, Coles has expanded the Coles Best Buys program to 197 stores across Australia.

Coles Best Buys is available every fortnight, starting on a Friday to help kick start savings for the weekend. The range will continue to evolve with different themes and new products for each event. 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

Some of the retailers in the Gift Card Network include:

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

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