

Media Release

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KEEP CALM, CARRY ON; THE BUNS ARE BACK! ***Coles launches hot cross buns on Boxing Day as customer demand rises***

Coles supermarkets is bringing the humble hot cross bun early on Boxing Day as customers' appetite for their favourite Easter treat continues to grow.

From 26 December, customers will start to spot a range of much-loved hot cross buns at Coles supermarkets nationwide including Coles' traditional 100% Aussie fruit; award-winning chocolate; apple & cinnamon and fruit-free hot cross buns, as well as gluten-free traditional and chocolate varieties for \$3.50 per pack.

Sales of Coles' hot cross buns in December last year revealed a growing demand for the sweet treat outside of the traditional Easter period, with more than 1.6 million hot cross buns – equivalent to 124,000 kilograms - sold in just five days of landing in Coles stores before 1 January.

Coles Head of Bakery Operations Shaun Percy said early sales results show that customers now expect to tuck into the Easter treat before they polish off their Christmas leftovers.

"There's no doubt that customers love our hot cross buns – they're a quick and easy meal fix and absolutely delicious. Our award-winning Coles traditional hot cross buns have had the highest percentage of 100% Aussie fruit [28%] in each individual bun, making them extra plump and juicy," he said.

"Early sales of hot cross buns last year tell us there's very strong demand to see the Easter treat on shelves as soon as possible.

"While we understand there may be different views on selling the Easter treat early, our bakers are constantly being asked by customers when they can get their hands on our delicious hot cross buns. We're always listening to our customers and this is about offering our customers the products that they want to see on shelves for longer and as soon as possible."

Coles customer survey revealed that of those who enjoy hot cross buns, more than half (53%) had enjoyed them outside of the Easter period.

According to Coles' sales data, the suburbs in each state and territory with the biggest appetite for hot cross buns in December last year were: Cowes, Victoria (6510 buns); Ellenbrook, WA (6408 buns); Cairns, Qld (5328 buns); Kincumber, NSW (5063 buns); Oaklands Parks, SA (3888 buns); Launceston, Tasmania (2802 buns); Canberra, ACT (2532 buns) and Casuarina, NT (2010 buns).

Coles sales data also showed that South Australians consumed the most Coles hot cross buns per capita in December 2019, followed by Western Australians and Queenslanders.

Over the 2020 Easter period, Coles sold more than 66 million hot cross buns, including nearly 12 million in the week leading up to Easter weekend [7 April – 13 April 2020].

For Coles Chocolate Hot Cross Buns, Coles has sourced cocoa from Rainforest Alliance Certified farms, creating better opportunities for farmers and safeguarding the environment for the future.

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

TOP SELLING LOCATIONS FOR COLES HOT CROSS BUNS – DECEMBER 2019

NSW	BUNS
KINCUMBER	5064
CASTLE HILL	4842
PENRITH	4830
BROADWAY (Ultimo)	4110
BATEMANS BAY	3912
GREEN HILLS	3786
ERINA	3678
CHATSWOOD CHASE	3648
TUGGERAH	3492
CASULA	3492

VIC	BUNS
COWES	6510
WAURN PONDS	6096
TAYLORS HILL	4476
MILDURA	4284
YARRAVILLE	4062
CHIRNSIDE PARK	4002
GREENSBOROUGH	3858
COBURG NORTH	3828
SOUTHLAND (Cheltenham)	3780
POINT COOK	3678

QLD	BUNS
CAIRNS CENTRAL (Cains)	5328
CARINDALE	5034
NORTH LAKES	4584
MANGO HILL	4068
TOOMBUL (Nundah)	3984
THE PINES (Elanora)	3582
BAY CENTRAL (Hervey Bay)	3522
CALOUNDRA	3396
SUNNYBANK HILLS (Sunnybank)	3324
ASPLEY HYPERMARKET (Aspley)	3228

SA	BUNS
MARION (Oaklands park)	3888
REYNELLA (Morphett Vale)	3108
ST AGNES	3060
WEST LAKES	3030
TEA TREE PLAZA (Modbury)	2694
GAWLER GREEN (Evanston)	2658
VICTOR HARBOR	2574
MURRAY BRIDGE GREEN (Murray Bridge)	2514

NT	BUNS
CASUARINA	2010
PALMERSTON (Darwin)	1644
COOLALINGA	1638
ALICE SPRINGS	1590
DARWIN	1476
OASIS PALMERSTON (Darwin)	1368
NORTHLAKES (Marrara)	1086

ACT	BUNS
CANBERRA CIVIC (Canberra)	2532
BELCONNEN	1956
CURTIN	1944
GUNGAHLIN	1902
AMAROO	1572
MANUKA (Griffith)	1452
QUEANBEYAN	1284
WODEN PLAZA (Woden)	1254

TAS	BUNS
RACECOURSE (Launceston)	2802
GLENORCHY	2376
KINGSTON	2166
MEADOW MEWS (Kings Meadow)	2058
EASTLANDS (Rosny Park)	2022
DEVONPORT	1986
BRIDGEWATER	1554
NEWSTEAD	1434
MOWBRAY	1410
SORELL	1356

WA	BUNS
ELLENBROOK	6408
WARWICK GROVE (Warwick)	5100
JOONDALUP	4578
OCEAN KEYS (Clarkson)	4482
KARDINYA	4452
DUNSBOROUGH	4428
BALDIVIS	4086
MIRRABOOKA	3750
WANNEROO	3714
AUSTRALIND	3660