

Media Release

coles | Value the Australian way

WEDNESDAY 27 JANUARY 2021

COLES LOWERS THE COST OF AUSTRALIAN FAMILY DINNERS WITH QUALITY PASTA RANGE NOW ONLY \$1 PER PACK Big savings on 70 of Australia's favourite snack foods in time for back to school

In its biggest week for price reductions this year, Coles is cutting the price of 30 breakfast, lunch and dinner essentials by up to a third, including pasta, sliced cheese, diced fruit, tuna and pikelets, as part of its long-term value strategy.

With the average family buying more than 110 packets of pasta every year, the cost of Australia's favourite dinner has reduced, with 500g packets of Coles pasta now just \$1, down from \$1.20. Coles spaghetti was recently recommended by Choice, rating it as the top Australian made spaghetti with a 100% rating on Performance and Australian ingredients and an overall score of 95%¹.

Whether the family loves spaghetti, macaroni, fettucine, penne, rigatoni, shells or spirals, the extensive range of 100% Australian pasta has been reduced to help customers to save every week they shop.

Two million packs of Coles spaghetti and one million packs of Coles macaroni are sold each year, making spaghetti Bolognese, spaghetti and meatballs and macaroni and cheese Australia's favourite types of pasta meals.

Sending the kids to school with an extra treat is also more affordable, with Coles cutting the price of 70 of Australia's favourite snack foods so customers can pick any two for just \$5. These Mix and Save deals, which last for two weeks, can help customers save an average of 28%. They include some of the most popular snack food brands like Uncle Toby's, Nice & Natural Snacks, Smiths Baked snacks, Table of Plenty Rice Cakes, Twisties, Bounce Protein Balls, Cheezels, Cobs popcorn, Parkers Pretzels and Pringles.

As kids return to school, customers will also save on lunchtime essentials with the price of Coles 24 pack of Dairy Cheese Slices down to just \$6.50 from \$7, and Coles Pacific Tuna 95g down to \$1.30 from \$1.70.

Some of the biggest savings are for breakfast, with Coles Pikelets 8 Pack down to just \$2 from \$3 and Coles Diced Peaches in Syrup 4 pack 480g down to \$2 from \$2.20.

The price cuts are the latest in a three-month campaign that will see the price of over 200 popular products lowered across the store, some by up to 36%, as Coles undertakes a major investment in value. The campaign has already delivered price reductions on ice cream, fresh convenience foods, in the deli, and on beverages and pet food.

Coles General Manager of Grocery Leanne White said Coles remains committed to help lower the cost of living for Australian households.

"We know that with kids going back to school and Australians returning to their routines after splurging on summer holidays, they are looking for ways to save money on regular purchases – particularly on products they buy all the time like pasta, cheese, diced fruit, canned tuna and lunchbox snacks," she said.

¹ <https://www.choice.com.au/food-and-drink/groceries/snack-foods/review-and-compare/pasta>
Page 1 of 3

"We've lowered the cost of these products and provided ways to save on snacks for the school lunchbox at a time when it's most important to our customers. We'll be adding further categories to the campaign throughout the summer period, to deliver even better value to customers every time they shop at Coles."

New products reduced on 27 January 2021 include:

PRODUCT	WAS RRP	NOW	SAVING
Coles 500g Pasta (full list below)	\$1.20	\$1.00	17%
Coles 24 Pack Dairy Cheese Slices Tasty Natural	\$7.00	\$6.50	7%
Coles Diced Peaches in Syrup 4 pack 480g	\$2.20	\$2.00	9%
Coles Pacific Tuna in Olive Oil 95g	\$1.70	\$1.30	24%
Coles Pacific Tuna in Olive Oil 185g	\$2.60	\$2.20	15%
Coles Pikelets 8 pack	\$3.00	\$2.00	33%

Pasta range:

- Coles Spaghetti 500g
- Coles Spaghetti Quick Cook 500g
- Coles Pasta Bowties 500g
- Coles Pasta Fettuccini 500g
- Coles Pasta Large Spirals 500g
- Coles Pasta Macaroni 500g
- Coles Pasta Penne Rigate 500g
- Coles Pasta Shells Large 500g
- Coles Pasta Rigatoni 500g

Mix and Save any two for \$5 from 27 January 2021 until 9 February:

PRODUCT	WAS RRP	PRICE WHEN YOU BUY ANY 2	SAVING
Harvest Box Big Bag 135g	\$4.95	\$2.50	49%
Uncle Tobys Chewy Muesli Bars Apricot 185g	\$4.30	\$2.50	42%
Uncle Tobys Yoghurt Topps Muesli Bars 185g	\$4.30	\$2.50	42%
Nice & Natural Fruit Dinos 136g	\$4.00	\$2.50	38%
Fruit Co Plus + Juices 2L+A1:A63	\$3.75	\$2.50	33%
Table Of Plenty Mini Rice Cakes 60g	\$3.60	\$2.50	31%
Calbee Harvest Snaps Original Multipack 80g	\$3.50	\$2.50	29%
Smith's Baked Snacks 130g	\$3.50	\$2.50	29%
Cheezels Cheese Snacks multipack 114g	\$3.35	\$2.50	25%
French Fries Original Chips 6 Pack 111g	\$3.35	\$2.50	25%
Jumpy's Chicken 5 Pack 90g	\$3.35	\$2.50	25%
Kettle Sea Salt 5 Pack 92g	\$3.35	\$2.50	25%

The Natural Chip Co. Veggie Snacks Multipack 90g	\$3.35	\$2.50	25%
Smooshed Protein Balls 58g	\$3.30	\$2.50	24%
Smooshed Wholefood Balls 69g	\$3.30	\$2.50	24%
Infuzions Multipack 75g	\$3.20	\$2.50	22%
Majans Infuzions Veggie Straws Multipack 75g	\$3.20	\$2.50	22%
Pringles Minis Multipack 95g	\$3.20	\$2.50	22%
Cobs Popcorn Sweet & Salty Gluten Free 65g	\$3.15	\$2.50	21%
Coolpack Popcorn Butter 6 Pack 66g	\$3.14	\$2.50	20%
Smith's Chips / Doritos /Twisties 6 Pack 114g	\$3.14	\$2.50	20%
Grainwaves Sour Cream & Chives 5 Pack 110g	\$3.10	\$2.50	19%
Parker's Pretzels Chips Original 6 Pack 150g	\$3.10	\$2.50	19%
Parker's Pretzels Chips Sour Cream & Chives 5 Pack 125g	\$3.10	\$2.50	19%
Bounce Protein Balls	\$3.00	\$2.50	17%
Coles Good Yum Cereals 400g	\$3.00	\$2.50	17%
Coles I'M Free From Corn Chips	\$3.00	\$2.50	17%

For further information, please contact:

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