

# Media Release

WEDNESDAY, 27 MARCH 2024

## TAKE YOUR CREATIVITY TO THE TABLE: COLES LAUNCHES OVENWARE WITH KITCHENAID FOR CUSTOMERS TO COLLECT

- **Iconic KitchenAid brand Ovenware back by popular demand, only at Coles**
- **Customers to earn KitchenAid Ovenware credits they can redeem for KitchenAid Ovenware products for FREE when they spend \$20 or more in one transaction and scan their Flybuys<sup>1</sup>**
- **BONUS KitchenAid Ovenware credits<sup>2</sup> available on over 900 products from 13 participating brands and all Coles Finest products to fast-track credits**

With Coles' customer research revealing more than two thirds of customers are looking to upgrade items for their kitchen<sup>3</sup>, Coles is partnering with KitchenAid for its latest collectable campaign to reward Aussies with an ovenware range made from stoneware and cast iron to level up their cooking.

As the cooler months approach, Coles is helping customers warm up and cook their favourite dishes at home with traditional roasts and lasagnas the most popular oven cooked dishes among Coles customers surveyed<sup>4</sup> – the perfect meals to make the most of the new ovenware collection.

From Wednesday 3 April, Coles customers will be able to get more value from their shop, earning one KitchenAid Ovenware credit by scanning their Flybuys when they spend \$20 or more in one transaction at Coles or from Coles Online. Once customers have enough credits, they can redeem a piece of the KitchenAid Ovenware collection in store and online for FREE.

Coles is also offering the popular 'half credits, half pay' option which allows shoppers to redeem their credits in-store at Coles or through Coles Online (excludes Coles app) using half of the KitchenAid Ovenware credits and half of the retail price.

Designed not only to cook but also to serve directly to the table, the versatile 6-piece collection features something for everyone with three returning pieces – nestable small, medium and large bakers - and three

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<sup>1</sup> Spend \$20 in one transaction in-store or online at Coles (after savings and discounts have been applied) and scan your Flybuys to receive one Ovenware credit. Earn a Bonus Ovenware credit when you also purchase a selected product from a participating brand or product range. Limit of one Bonus Ovenware credit applies per brand, per transaction. Earn credits until 09/07/2024 and redeem credits (excludes Coles app) by 23/07/2024 or while stocks last. \$20 spend excludes the purchase of Coles Insurance products, Coles Express, Coles Best Buy Online Exclusive, DoorDash, UberEats, iTunes cards, gift cards, mobile phone and mobile phone plans, recharge, Opal top up, calling cards, charity products, liquor, tobacco, tobacco related product purchases, subscriptions, and delivery fees. For full terms & conditions visit [coles.com.au/kaovenwareterms](https://coles.com.au/kaovenwareterms)

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<sup>2</sup> A maximum limit of one Bonus Credit per participating brand or product range, per transaction applies. For full terms & conditions visit [coles.com.au/kaovenwareterms](https://coles.com.au/kaovenwareterms)

<sup>3</sup> Coles Circle Survey. 7 March – 12 March – n=9486

<sup>4</sup> Coles Circle Survey. 7 March – 12 March – n=9486

exciting new additions - a utensil rest and marinating dish, a 26cm cast iron grill pan and a 30cm cast iron oval casserole dish with lid - for those looking to add to their cookware collection.

Coles Chief Customer Officer, Amanda McVay said Coles was excited to be bringing KitchenAid Ovenware back to provide greater value at the checkout and make kitchenware more accessible to Australians.

"We know our customers will be cooking more at home through the cooler months and we're delighted to team up with an iconic brand like KitchenAid to reward them with stylish new ovenware to help them create hearty and delicious meals," she said.

"To date we have provided over 31 million kitchen items to Australians for free and each time we run these programs our customers love the opportunity to top up their kitchens with new products to inspire their love and creativity of cooking."

"To help customers get their hands on the range faster, we're offering BONUS credits from 13 household brands including Continental, Finish, Colgate, Primo, Up & Go and over 170 Coles Finest products across the store."

To demonstrate how the KitchenAid Ovenware can help elevate everyday cooking, over the next three months Coles Ambassador Courtney Roulston will share seasonal recipes for comforting dishes in the Coles Magazine, on Coles Online and in store to show customers how to get the most out of the products.

"This is a great opportunity for customers to upgrade their kitchen with versatile pieces that have the design you'd expect from the iconic KitchenAid brand, simply by doing their weekly shopping," Courtney said.

"As the weather cools down, it's the perfect time to cook lasagnas, crumbles, roasts and slow cooked meals that warm up the house and the sleek design of the products make it easy to take dishes straight from the oven to serve on the table to really elevate meals."

The KitchenAid Ovenware collection will be available in store and online from Wednesday 3 April, while stocks last, starting from 20 credits for the Utensil Rest / Marinating Dish.

## KITCHENAID OVENWARE COLLECTION

The bakers and utensil rest / marinating dish are made using durable stoneware, which heats evenly for great results, while the cast iron cookware can withstand high temperatures and is suitable for all stovetops, including induction.



**Utensil Rest / Marinating Dish, 20 credits:** Create and add marinades or sauces to cooking with this all-in-one spoon rest, pouring spout and basting dish.  
**BEST FOR** Mixing up sauces and marinades for basting roasted meats.



**Small Baker, 36 credits:** Preparing meals for just 1 or 2? This dish fits ingredients snugly, making it perfect for evenly cooking smaller portion sizes.  
**BEST FOR** Baking sides and light meals, such as veggies, frittatas or even breakfast dishes.



**Medium Baker, 56 credits:** The ideal size for making sweet or savoury recipes that serve 4-6, the Medium Baker is also super versatile – cook, serve and store food all within the one dish.  
**BEST FOR** Baking crumbles and cakes, or cooking fish, quiches and meatballs.



**Large Baker, 76 credits:** This dish holds enough for 8-10 people, so it's great for when friends and family get together. The smooth finish also makes cleaning up a breeze.  
**BEST FOR** Cooking hearty meals like lasagne, pasta bakes or roast dinner

NEW



**Cast Iron Grill Pan 26cm, 100 credits:** Cast Iron Grill Pan Safe for the stove, oven and barbecue – or even a campfire – this multipurpose pan can withstand high temperatures, making it perfect for grilling meats.

**BEST FOR** Searing fish, steaks, chicken fillets or burger patties.

NEW



**Cast Iron Oval Casserole Dish 30cm, 160 credits:** With a large capacity designed to feed the family or a crowd, this pan comes with a lid that creates a barrier to reduce moisture evaporation during slow cooking to make meats super tender.

Plus, the oval shape fits larger cuts of meat with ease, so it's ideal for batch cooking.  
**BEST FOR** Slow-cooking lamb leg or shanks, pork shoulder, or whole chicken.

[CLICK HERE FOR IMAGERY AND VIDEO CONTENT](#)

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**For media enquiries, please contact**

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