

MEDIA RELEASE

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Bulla and Coles to raise funds from icecream to scoop up to 1M meals for Aussies in need

Coles and Bulla will join forces to raise funds from the sale of icecream to help SecondBite provide the equivalent of up to one million meals for Aussies facing hardship.

From today until October 25, Coles and Bulla will donate 20 cents – the equivalent of one meal¹ – from every individual and bulk pack or tub of Bulla icecream and Murray Street icecream sold at Coles supermarkets.

It comes a day prior to International Day of Awareness of Food Loss and Waste tomorrow and as demand for food relief increases in Australia.

At Bulla's hometown of Colac this week, SecondBite and Coles ambassador Courtney Roulston and Bulla ambassador and pastry chef Kirsten Tibballs launched the icecream campaign by creating and serving a special Bombe Alaska dessert for local clients supported by the Salvation Army.

SecondBite CEO Steve Clifford welcomed the new initiative by Bulla and Coles to raise funds at a time when many people in the community are doing it tough.

"The great thing about Australians is that we do care about our neighbours and those in our community who have fallen on tough times," he said.

"This donation will really impact our ability to increase capacity, get more trucks on the road collecting food and ultimately feed more Aussies in need. It's such an honour to work with large Australian businesses like Bulla and Coles which are so invested in the community."

Coles Chief Executive Commercial and Express Leah Weckert said Coles was pleased to join forces with two long-standing partners to introduce a new icecream initiative to support a worthy cause.

"We know Australians love icecream and they also want to help people in need. Through this new fundraising campaign, customers can enjoy a delicious Bulla icecream while also helping others," she said.

Bulla director and fifth generation founding family member James Downey said the 112-year-old business continued to have strong family values as it has grown over the past several decades.

"We are privileged to partner with SecondBite in conjunction with Coles to support their work rescuing and redistributing good food to those in need right across Australia. SecondBite supports over 1,100 community food programs while at the same time reducing waste to landfill. This partnership will help continue their work making a real difference to people's lives," he said.

¹ SecondBite uses the conversion of total kilograms donated multiplied by two to determine equivalent meals.

SecondBite is one of Australia's largest food rescue organisations. In FY22 we delivered more than 24 million kgs of food, providing the equivalent of more than 48 million meals to Australians in need via our 1,100+ charity partners.