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COLES BEST BUYS LAUNCHES WITH CLASSY COOKWARE

Limited edition cookware in selected Coles supermarkets in Victoria and WA

Coles is launching its new 'Coles Best Buys' range from today in selected stores in Victoria and Western Australia for customers looking to get great value on cookware and exciting products traditionally not sold in supermarkets.

For a limited time, Coles Best Buys features more than 30 products including a complete range of cookware from cast iron saucepans, grill pans and frypans for \$16.99 each, Dutch ovens from \$19.99 to so-hot-right-now appliances such as air fryers, thermal induction cookers and multi-functional electric pots.

The premium cookware features on-trend colours, has chemical free surfaces, is easy to clean and is oven safe up to 230°C, emulating popular and more expensive rivals found in high-end department stores.

The extended range includes a variety of homewares from jam jars (4 pack) for \$2.99 to an ionic styling brush and facial cleanser for \$14.99 each and luxe pet beds for \$24.99 each.

Coles General Manager for Health & Home Jonathan Torr said Coles is constantly looking for ways to inspire customers and offer them great value.

"We have introduced Coles Best Buys to add some sparkle to the shopping experience as well as provide convenient and affordable options to our customers," he said.

"Customers have told us they love it when they can get all of their needs in the one store. We think they are going to love our new Coles Best Buys range, which is a great example of the good things we're doing to inspire customers by offering them great quality, value and going beyond what they expected when they walked into our store.

"We've already trialled similar products in a small number of stores and customer feedback was very positive both on the quality of the products as well as the value for money."

Coles Best Buys is now available in 28 supermarkets including 13 supermarkets in Victoria and 15 stores in Western Australia.

Over the coming weeks, Coles Best Buys will evolve with different themes and new exciting products launching at more Coles supermarkets across the country.

List of stores featuring Coles Best Buys:

Victoria

Traralgon
Waurin Ponds
Cranbourne Park
Sunbury
South Morang
Shepparton

Craigieburn
Roxburgh Park
Brimbank
Oakleigh
Dandenong

Shepparton South
Lavington*
**part of Victorian region for
Coles operations*

Western Australia

Warnbro
 Haynes
 Wanneroo
 Mirrabooka
 Bunbury

Lakelands
 Whitford
 Kalamunda
 Gosnells
 Maddington

Forest Lakes
 Beechboro
 Bassendean
 Innaloo
 Dianella

Limited edition Coles Best Buys product range

Scratch fantastic, 4 pack	\$ 4.99	Induction cooker	\$ 49.99
Kaleidoscope sticker mosaics, 6 pack	\$ 4.99	Multi-functional electric pot	\$ 59.99
Décor match up clips, 8 pack	\$ 14.99	Luxe pet bed 50x60x17cm	\$ 24.99
One touch can opener	\$ 24.99	Ionic vibration massage brush	\$ 14.99
One touch twizoff bottle opener	\$ 24.99	Facial cleanser	\$ 14.99
One touch jar opener	\$ 34.99	Power of crystals and crystal grids (deluxe box)	\$ 16.99
Spatula wood/silicone utensil	\$ 3.99	Reflexology kit (2020 edition)	\$ 12.99
Spoon wood/silicone utensil	\$ 3.99	The power of chakras gift box	\$ 12.99
Turner wood/silicone utensil	\$ 3.99	Dream journal (2018 edition)	\$ 7.99
Silicone brush wood/silicone utensil	\$ 3.99	Cast iron dutch oven, 3L	\$ 19.99
Preserving jar set	\$ 9.99	Cast iron oval dutch oven, 3.7L	\$ 24.99
Jam jars 75ml, 4 pack	\$ 2.99	Cast iron shallow casserole, 3L	\$ 24.99
Mason jars 180ml, 4 pack	\$ 3.99	Cast iron baking dish	\$ 24.99
Mason jars 450ml, 4 pack	\$ 5.99	Cast iron sauce pan, 20cm	\$ 16.99
Induction saucepan, 18cm	\$ 14.99	Cast iron fry pan, 26cm	\$ 16.99
Induction stock pot, 7.5L	\$ 24.99	Cast iron grill pan	\$ 16.99
Induction frying pan, 2 pack, 24cm/28cm	\$ 29.99	3.5l digital air fryer	\$ 69.99

ends**For further information, please contact:**

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