

# Media Release

**coles** | Value the Australian way

**THURSDAY 29 JULY 2021**

## **COLES SERVES UP TRENDY PICNICWARE FOR CUSTOMERS TO COLLECT** *Aussies to earn FREE<sup>1</sup> reusable plates and bowls following removal of single-use plastic tableware from shelves*

Coles is rewarding customers with stylish Picnicware that works as well on the dining table as it does on a picnic blanket, providing a sustainable alternative to the single-use plastic tableware Coles removed from shelves earlier this month.

From 4 August, Coles customers can earn "Picnicware credits" by scanning their Flybuys card when they spend \$20 or more in one transaction at Coles supermarkets and Coles Online<sup>2</sup>.

Once customers have enough credits, they can redeem their points in store for reusable, durable and easy-to-wash plates and bowls in stylish aqua and grey, starting at just 10 credits.

Light enough to carry around in a picnic basket, the multipurpose Picnicware bowls and plates are also perfect for families to use at home as they are durable, dishwasher-safe and sturdy.

Coles Chief Marketing Officer Lisa Ronson said Coles' latest loyalty program provides customers with a timely opportunity to replace their disposable tableware and collect a range of reusable Picnicware to enjoy dining inside or outdoors.

"Through our loyalty programs, we have given customers the ability to collect great quality, stainless steel cookware, knives and now reusable Picnicware to add to their homewares collection while providing more value at the checkout when they shop at Coles," she said.

"These campaigns have been incredibly successful, and we think it's because customers respond to products that are practical, timely and useful for their home.

"Now that we've stopped selling single-use plastic plates and bowls, we want to make life easier for our loyal shoppers and reward them with a beautiful range of Picnicware that is designed to be used time after time again – whether you're dining at home with kids, a backyard barbie or going to a picnic in the park.

"The range is redeemable from only 10 credits, so customers will be able to collect the entire range quickly through their weekly shop."



For between 10 and 20 credits, customers can choose to redeem a set of two dipping bowls, set of

<sup>1</sup> Coles customers can earn Picnicware credits by scanning their Flybuys card every time they spend \$20 or more in one transaction at Coles supermarkets and Coles Online. Once customers have enough credits, they can redeem in store for Picnicware.

<sup>2</sup> Picnicware can be found at dedicated merchandise displays in Coles supermarkets. Spend \$20 in one transaction at Coles or Coles Online (after savings and discounts have been applied) to receive a picnicware credit. \$20 spend excludes some purchases including Coles Insurance products, iTunes cards, gift cards, mobile phones and mobile phone plans, recharge, Opal top up, calling cards, liquor, eBay, UberEats, tobacco and tobacco related product purchases. Excludes Coles Express. Earn credits until 12 October 2021 and redeem for Picnicware while stocks last.

two bowls, set of two plates or two serving bowls.

Customers can also earn a BONUS Picnicware credit when purchasing selected products from participating brands as part of their \$20 or more shop when they scan their Flybuys card<sup>3</sup>. Participating brands include Abbotts Bakery, Head & Shoulders, Colgate, Swisse Vitamins, Fancy Feast Cat Food, Jalna Yoghurt, Blue Ribbon Ice Cream, Dairy Farmers, Coles BOM and Coles PerForm.

The range of Picnicware is also available to purchase in store, while stocks last, starting from \$10 for the set of two 10cm dipping bowls for \$10.



**-ends-**

**For further information, please contact:**

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

---

<sup>3</sup> A maximum limit of one BONUS credit per participating brand or product range, per transaction applies.