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COLES RAISES A GLASS IN ITS NEW GIVEAWAY CAMPAIGN

Customers can start earning credits for free glassware from tomorrow

Coles is inspiring customers this entertaining season by providing them with the opportunity to collect free European glassware when they shop.

From tomorrow, customers can earn 'glassware credits' that can be redeemed for European-made Spiegelau glasses at Coles supermarkets and Liquorland¹. The quality glassware comes from the makers of Riedel, one of the world's leading producers of wineglasses.

The offer is available until January 28 to make sure customers can be rewarded for their Christmas shopping, their New Year's Eve drinks, Australia Day barbecue supplies and even back to school shopping for the kids.

Coles Chief Marketing Officer Lisa Ronson said that the glassware is helping to make the decision of where to shop this entertaining season crystal clear.

"We want to inspire our customers and give them something special to share with their family and friends," she said.

"When we did the fresh food container giveaway earlier in the year our customers loved it because it was something really useful. This glassware is beautiful and looks great on the dining table when entertaining."

Customers can earn glassware credits by scanning their flybuys card every time they spend \$20 or more at Coles and Liquorland.

One credit will be earned for every \$20 spent in one transaction, and when customers have enough credits, they can redeem them for a box of two Spiegelau glasses, starting from 25 credits, at Coles supermarkets.



For further information, please contact

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¹ While stocks last. Excludes Coles Express, eBay, UberEats purchases and WA North and NT Liquorland stores. Spiegelau glassware can be found at dedicated merchandise displays in Coles supermarkets. For full terms and conditions visit coles.com.au/glassware
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