

Media Release

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THURSDAY 29 DECEMBER 2022

COLES CHRISTMAS APPEAL RAISES EQUIVALENT OF OVER NINE MILLION MEALS TO HELP FEED AUSSIES DOING IT TOUGH

Aussie shoppers have raised more than \$1.8 million in Coles' Christmas Appeal to help food rescue organisation SecondBite provide the equivalent of more than nine million meals to feed vulnerable Australians.

As part of the annual Coles SecondBite Christmas Appeal, customers and team members at Coles supermarkets, Liquorland, First Choice Liquor Market and Vintage Cellars nationwide donated generously to help SecondBite continue its essential work of rescuing and delivering unsold edible food to over 1100 community organisations across Australia.

To kickstart this year's Christmas Appeal, Coles donated 5,000 Christmas hams to SecondBite to distribute to community food charities across Australia to help struggling families and community organisations host festive Christmas gatherings.

SecondBite CEO Steve Clifford said this year's fundraising support from Coles and its customers had been incredible and would go a long way towards helping disadvantaged people and community organisations.

"It's been another fantastic year of support from Coles and its customers," he said.

"While difficulties faced by our most vulnerable Australians continue to hit hard, we have been able to step up our food relief each time - whether it be to distribute the 5,000 hams donated by Coles to add festive cheer to Christmas tables around the country, or distribute additional bulk donations to support flood ravaged communities along the east coast."

Coles Executive General Manager Supermarket Operations, Claire Lauber, thanked customers for embracing the Christmas spirit and giving generously this festive season.

"The work SecondBite does to feed Aussies in need is so important, and together with our team members and customers, Coles is proud to have raised over \$1.8 million in this year's Christmas Appeal," she said.

"We are so grateful for our customers' support and thank them for digging deep to help bring joy to those doing it tough this Christmas."

Since 2011, Coles and its customers have helped SecondBite to provide the equivalent of more than 190 million meals for Aussies in need. Throughout the year, more than 800 Coles supermarkets and distribution centres donate unsold, edible food to SecondBite and its network of around 1100 food relief and community organisations across Australia.

TOP FUNDRAISING COLES SUPERMARKETS ACROSS AUSTRALIA AND EQUIVALENT MEALS

For every \$1 raised, SecondBite estimates it can distribute enough food for up to five meals

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| <u>Victoria</u> <ol style="list-style-type: none">1. Donvale (58,800 meals)2. Deer Park (54,607 meals)3. Moonee Ponds (52,551 meals)4. Altona Meadows (47,740 meals)5. Summerhill (35,278 meals) | <u>SA / NT</u> <ol style="list-style-type: none">1. St Agnes (86,602 meals)2. Firlie (81,905 meals)3. Salisbury Downs (35,374 meals)4. Craigmore (24,133 meals)5. Parabanks SC (23,658 meals) | <u>Western Australia</u> <ol style="list-style-type: none">1. Maddington (35,034 meals)2. Belmont (31,161 meals)3. Whitford (17,205 meals)4. High Wycombe (13,006 meals)5. Floreat (11,825 meals) |
| <u>Queensland</u> <ol style="list-style-type: none">1. Nerang (40,274 meals)2. Albany Creek (35,000 meals)3. The Pines (20,559 meals)4. Upper Coomera (19,860 meals)5. Mango Hill (17,994 meals) | <u>NSW/ACT</u> <ol style="list-style-type: none">1. Amaroo (82,257 meals)2. Broadway (59,865 meals)3. Kincumber (38,385 meals)4. Bondi Westfield (37,520 meals)5. Clemton Park (37,211 meals) | <u>Tasmania</u> <ol style="list-style-type: none">1. Mowbray (27,122 meals)2. Ulverstone (23,080 meals)3. Newstead (15,913 meals)4. Devonport (15,210 meals)5. Bridgewater (10,850 meals) |

TOP FUNDRAISING COLES LIQUOR STORES ACROSS AUSTRALIA

1. First Choice Liquor Market Browns Plains QLD (42,099 meals)
2. First Choice Liquor Market Morayfield QLD (41,430 meals)
3. First Choice Liquor Market Capalaba QLD (30,056 meals)
4. First Choice Liquor Market Cleveland QLD (26,791 meals)
5. Vintage Cellars Toorak VIC (24,313 meals)

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For further information, please contact

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