

Media Release

colesgroup

Wednesday 30 August 2023

BIG RED HAND POINTS TO 'GREAT VALUE HANDS DOWN' AT COLES **More than 500 'Down Down' prices across stores to stay down for the next three months** **Great specials and Every Day Prices on 1000s of groceries each week** **Flybuys loyalty program, free Click&Collect¹ and Coles App to help budgets go further**

At a time when cost of living is adding pressure to Aussie families and their grocery budgets, Coles is making it easier than ever for customers to find great value in store and online with the launch of its '**Great Value, Hands Down**' campaign.

From Wednesday 30 August, Coles stores across the country and Coles Online will bring immediate value to customers by *bringing down the price* of more than **500 products** for at least **3 months**. Overall, the savings across the basket of more than 500 Down Down products is an average of 19.7%. The new savings are on staple products customers buy most each week across breakfast, lunch, dinner, pets, cleaning and household products.

Making it easier to find value in store & online

As part of the 'Great Value, Hands Down' campaign, Coles customers will be encouraged to redeem Flybuys points for money off their shop², access free Click&Collect when they spend over \$50³ and activate their personalised Coles Flybuys offers on the go, on the Coles app.

Coles CEO Leah Weckert said 'Great Value, Hands Down' not only gives customers great prices through specials and discounts, but also showcases the breadth and scale of value customers can get at Coles.

"This campaign is all about making it easier for our customers to find value across the store and online. We know cost-of-living continues to be the number one concern for Australians right now so we're making our biggest investment in value for at least 3 years," Ms Weckert said.

"We've spent a lot of time over the past few months listening to our customers, our team members and our suppliers because we recognise the important role we have in helping their budgets go further."

"We've been really focused on what value means in 2023 — more than 12 years on from when our Big Red Hand first made its debut. Back then, there was no Click&Collect and Flybuys offers were not at the scale

¹ Minimum spend \$50. Click&Collect Direct to Boot available in selected stores. For locations see coles.com.au/clickandcollect.

² Flybuys points can be converted to Flybuys dollars in multiples of 2,000 points only. Every 2,000 points equates to \$10 Flybuys dollars. Flybuys dollars may be used in-store only at Coles Supermarkets, Coles Express, First Choice Liquor Market, Kmart, Liquorland, Officeworks, Target and mycar. Physical Flybuys card must be presented at checkout. Flybuys points and Flybuys dollars have no cash or monetary value. Flybuys Standard and Rewards T&Cs apply and can be found at [flybuys.com.au](https://experience.flybuys.com.au/rewards/money-off-shop/?pid=pr_rewards_waystoredeem_flybuysdollars). For Flybuys dollars T&Cs visit https://experience.flybuys.com.au/rewards/money-off-shop/?pid=pr_rewards_waystoredeem_flybuysdollars

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they are today. So just like Coles, the Big Red Hand has well and truly evolved and transformed — no longer just 'Down Down', it represents 'Great Value, Hands Down'."

Savings on breakfast, lunch, dinner & the weekly shop

The price of Australia's most popular dinner ingredient mince will be going down, including on more than 25 different varieties of beef, pork, and lamb mince. The popular value pack 1kg Beef 3 Star Regular Mince which was \$13 at the start of this year, is being reduced down to \$11 from \$12. To complement any bolognese, the price of Cucina Matese Italian Spaghetti 500g is down 21% to \$2.60 from \$3.30.

When it comes to easy family dinners, customers can save 53% on 1kg Family Fave's Crumbed Chicken Tenders going down to \$10 from \$21.50 and save 10% on Birds Eye Deli Whiting Crispy Light Batter 250g, down to \$9 from \$10.

Another pantry staple, Wild Tides Tuna (95g) is down to \$1.50 from \$2.50. Perfect for breakfast, Golden Circle 100% Apple Juice 2L is going down 19% to \$3.90 from \$4.80 and Coles Croissants 4pk are down to \$2.50 from \$2.85. For delicious treats, the popular 12 pack Coles Biscuit range available in the bakery are down to \$3.00 from \$3.50, which is 14% saving.

To help customers save money on household cleaning products, the price of Cold Power Advanced Clean Laundry Liquid 2L is being slashed by 50% to \$12, down from \$24.

Additional 'Down Down' products include:

Coles RSPCA Chicken Mince 500g (was \$6.50, now \$5.50 — 15% saving)
Coles Lamb Whole Lamb Leg Roast (was \$12 kg, now \$10 kg — 16% saving)
Mission Corn Chips 230g (was \$4, now \$3.50 — 13% saving)
Cub Biodegradable Fragrance Free Baby Wipes 80pk (was \$2.40, now \$2.00 — 17% saving)
Old El Paso Spice Taco Mix 30g (was \$3, now \$2.40 — 20% saving)
Chobani Yoghurt Pouch Strawberry 140g (was \$2.50, now \$2.15 — 14% saving)
Schmackos Strapz Dog Treats Beef-Liver & Chicken 500g (was \$16, now \$10 — 38% saving)
Finish Ultimate Plus 64pk (was \$73, now \$36.50 — 50% saving)
Palmolive Naturals Body Wash Milk And Honey 1L (was \$12, now \$8 — 33% saving)
Scotch Fillet Thin Cut (was \$19, now \$16 — 16% saving)
Coles RSPCA Chicken Breast Kiev Garlic Butter 700g (was \$9.50, now \$8.50 — 11% saving)

Every Day Prices

In addition to the 500+ Down Downs, Coles customers can continue to take advantage of thousands of specials every week on groceries and Every Day Prices on staple products shoppers need most. Examples of Every Day products that have stayed the same price for the past 12 months are:

Coles Durum Wheat Pasta Varieties (500g) \$1.00
Coles Long Grain Rice (2kg) \$2.80
Coles Jasmine Rice (2kg) \$5.50
Coles Australian Peanuts (375g) \$3.00
Natures Nutrients Frozen Chopped Spinach (250g) for \$1;
Coles Microwavable Popcorn (100g) for 95c;
Coles Paracetamol caplets 20 pack just 80c;
Coles Ultra Paper Towel 3 ply 3 pack for \$3.20
CUB Gentle Care Premium Thick & Soft Fragrance Free Baby Wipes 80 pack for \$2.80.

Cost-of-living survey

A recent Coles survey of more than 4000 Coles customers, found 90 per cent of Australians claim to have made choices and changes to reduce their grocery bills, particularly young singles, and young and mature couples, who are cutting back on meats and treats, buying more frozen food, using online shopping to monitor budgets and swiping their loyalty cards to collect points to use on future shops.

Around 87 per cent of people surveyed are also actively budgeting by buying more specials, while more than 50 per cent of people are cooking more at home with an increase in batch cooking to freeze and bulking out meals.

To download the Coles “Great Value Hands Down” video, [please click here](#)

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