

Media Release

coles | Value the Australian way

25 June, 2022

COLES SAYS THANKS WITH A GIFT TO THOUSANDS OF LOYAL FLYBUYS MEMBERS \$100 Coles gift cards in the post, 10,000 Flybuys bonus points on dockets and One million Flybuys bonus points awarded at check out

Coles is thanking its most loyal shoppers who are Flybuys members. Over the coming weeks, its most engaged Flybuys members will be gifted with either:

- a \$100 Coles supermarket gift card sent in the post to spend in store;
- 10,000 Flybuys bonus points, the equivalent of \$50 Flybuys dollars, sent via email and activated when the Flybuys card is scanned in store; or
- for 10 customers, a one million Flybuys bonus points surprise, the equivalent of \$5,000 Flybuys dollars, at the check-out.

Coles Chief Marketing Officer Lisa Ronson said the gifts are a token of Coles' appreciation to its most loyal shoppers and there will be more surprise and delight moments for customers throughout the year.

"We aim to provide the best value for our customers every day. We are saying thank-you to our loyal Flybuys members for their continuous support to our team, our suppliers and community partners over the years."

Coles delivering value

Since January, Coles has reduced prices on over 1,000 items its range of more than 20,000 products including:

- Coles RSPCA Chicken Drumsticks large pack was \$4.50 per kilo now \$4 per kilo
- Coles 3 Star Regular Pork Mince was \$6 per 500, now \$4.50
- Coles Kitchen Soup range 300g was \$3 each now \$2.50
- Coles English muffins 6pk was \$2.30 now \$2
- Bega Cheese Slices 500g was \$10.60 now \$9.50
- Pauls Kids Yogurt 70g was \$1.40 now \$0.90

Coles has also kept prices low on key items customers rely on to feed their families like Coles Brand Pasta 500g, famous Coles Mum's Sauce 500g, Coles Beef & Pork meatballs 560g, and Coles Tuna 95g, just a few of the thousands of products which have remained at the same price for the last year.

With a focus on helping to keep the cost of the weekly shop down, this month Coles introduced "\$1 or less" aisle ends in stores, with the price of hundreds of essential everyday items kept to \$1 or less, including Coles Durum Wheat Pasta 500g range still only \$1, Coles 2 Serve Soup Range for \$1, Coles Tuna 85g range for 90c and Coles Canned Italian Tomatoes 400g for 80c.

Meat has become more affordable for customers who want to take advantage of Coles' Mix 'n Save offer where they can buy any two packs of 15 popular cuts for just \$12. The offer includes Coles

Original Beef Sausages 550g, Coles RSPCA Chicken Burgers Plain Crumb (400g) and Coles Pork & Beef 3 Star Mince.

Coles is also giving Flybuys members triple points for the first time ever on thousands of Coles brand products until June 28.

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