

Media Release

coles | Value the Australian way

7 July 2021

COLES LOWERS THE COST OF CONVENIENT BREAKFAST, LUNCH AND DINNERS WITH HUNDREDS OF PRICES DROPPED

Coles has improved its value offer by dropping the price of hundreds of products across the store to help lower the cost of breakfast, lunch and dinner for Aussie households.

As part of its Autumn and Winter Value campaigns, Coles has lowered the price of more than 200 products including key winter staples like soups, tea, coffee, oats, convenience meals and a massive 47% cut to Finish Zero Percent dishwasher tablets, now \$17 for a pack of 42, down from \$32.

The latest price reductions bring the total number of prices Coles has reduced since the start of the year to more than 500, including breakfast cereals, fruit cups, pasta, tinned tuna, fresh convenience foods, poultry, seafood, bakery and pet food.

Coles has continued to lower the cost of breakfast, dropping the price of four packs of bagels from \$3 to \$2.50 and 10 packs of Moccona coffee capsules from \$6 to \$4.50.

This week will see Coles lower the cost of easy lunches with Coles Kitchen convenience meals dropped by up to 13% with family favourites like Mac and Cheese, Spaghetti Bolognese and Carbonara and Cottage Pie down to \$6.50 per 350-400g serve.

For quality dinner solutions, Australian sow stall free pork mince has been reduced from \$6 to \$5 for 500g. Coles RSPCA Chicken portions with BBQ Rub have been reduced by 29% down from \$7.80 to \$5.50 per kilo – news that will bring smiles to dinner tables across Australia after Coles won Canstar Blue's Most Satisfied Customer Award for Chicken. And to get dinner off to a tasty start, Coles Garlic Bread Baguette is \$2.50, down from \$2.80.

Coles Chief Executive of Commercial and Express Greg Davis said that Coles is committed to reducing the price of products that customers need to feed their families each week.

"Since the start of the year we've lowered the price of 500 products – and we're not finished yet. With many Australians looking for ways to save money on regular purchases, we've lowered the cost of some of Australia's most enjoyed breakfast, lunch and dinner items to deliver even better value to our customers," Greg said.

"We are seeing a trend of customers wanting affordable convenience, and we've responded to this by doubling our range of ready-to-heat and ready-to-eat meals at Coles.

"By lowering the cost of our popular Coles Kitchen convenience meals as well as our delicious hearty soups for winter, we are inspiring customers with great value premium quality meals that are quick and easy to prepare at home or on-the-go."

Highlights of products reduced in price from April to July 7 include:

BREAKFAST	WAS	NOW	SAVING
TWININGS TEA BAGS: ENGLISH BREAKFAST 10 PACK	\$2.90	\$2.00	31%
GRINDERS ESPRESSO COFFEE BEANS 1KG	\$27.00	\$20.00	26%
COLES BAGEL SESAME 4 PACK	\$3.00	\$2.50	17%
SANITARIUM WEET-BIX PROTEIN 500g	\$6.00	\$5.00	17%

LUNCH	WAS	NOW	SAVING
COLES KITCHEN SPAGHETTI BOLOGNESE 350G	\$7.50	\$6.50	13%
COLES KITCHEN CHICKEN & CORN SOUP 300G	\$3.00	\$2.50	17%
MAGGI 2 MINUTE NOODLE HOT MEALZ KARI KARI KAW BOWL 96G	\$2.50	\$2.00	20%
MAINLAND LUNCH PACK CHEESE & BALSAMIC BEETROOT 110G	\$5.00	\$4.50	10%

DINNER			
COLES RSPCA CHICKEN PORTIONS WITH BBQ RUB	\$7.80	\$5.50	29%
COLES REGULAR PORK MINCE 500g	\$6.00	\$5.00	17%
STEGGLES CHICKEN BREAST CRACKLES 400G	\$8.50	\$5.00	41%
COLES KITCHEN GARLIC BAGUETTE TWIN PACK	\$2.80	\$2.50	11%
PERFECT ITALIANO PARMESAN CHEESE BLOCK	\$6.00	\$5.50	8%
COLES SALMON SKIN OFF 2PK	\$12.00	\$11.00	8%

HOUSEHOLD AND PET			
FINISH 0% DISHWASHING TABLETS 42PK	\$32.00	\$17.00	47%
FINISH QUANTUM ULTIMATE PRO DISHWASHING TABLETS LEMON 65PK	\$48.00	\$33.00	31%
PURR ADULT GRAINFREE CHICKEN AND BEEF DRY CAT FOOD 1KG	\$7.50	\$6.50	13%

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