

# Media Release

**coles** | Value the Australian way

**Friday 9 July 2021**

## **BABY GOT BARGAINS – COLES EXPANDS BABY RANGE, CUTS PRICES ON MAJOR BRANDS**

- **Over 150 new baby and kids products added**
  - **Coles Best Buys now available online**
- **Up to 50% off on products from Huggies, Johnson & Johnson and Aveeno Baby**

Coles is making life a little easier for Aussie parents, launching more than 150 new and innovative baby products in-store while cutting the price of leading brands in the category by up to 50% over the next four weeks.

In the biggest shake-up to the category in years, Coles' baby aisle is expanding by more than 150 products including reusable nappies, bamboo feeding accessories, organic baby food pouches, limited edition toys and clothing – as well as affordable, big ticket items such as Little Tikes toddler toys, play pens and baby monitors part of the limited edition Coles' Best Buys range.

With customers increasingly seeking more sustainable products, Coles has introduced a new range of nappies and wipes as part of the established CUB brand. The new CUB BARE range includes nappies made from at least 55% plant-based materials and highly absorbent cores made with wood pulp sourced from sustainably managed forests.

The range also includes CUB BARE baby wipes, made with biodegradable bamboo fibre and oatmeal extract to help soothe and clean delicate skin.

Providing another more sustainable option, Coles is offering a modern take on tradition with a new and limited edition range of Nat-Baby washable nappies and reusable training briefs at only \$15 per pack. Available also in toilet training and swim nappies, Nat Baby nappies are easy to clean – just throw them in the washing machine – and can be used again and again.

Helping to make even the fussiest of eaters more enthusiastic at dinner time, from today Coles is offering a limited edition range of durable drink bottles, plates and lunch containers featuring kids' favourite TV characters Peppa Pig and Paw Patrol from \$5 each.

Meanwhile, the latest Coles Best Buys range features classic toddler toys from leading brand Little Tikes, including the Cozy Coupe rideable push-car, a favourite of Aussie kids for over 30 years.

Available for the next two weeks at over 340 Coles supermarkets, the range also includes Little Tikes' First Fridge and First Oven, featuring realistic sounds and lights to encourage kids' imaginative play when they want to "cook" just like the grown-ups.

The latest Coles Best Buys range also includes a multi-functional baby monitor for just \$99.99 and the Dreambaby 3-in-1 Converta play-pen for \$99.99 – both more than 20% cheaper than comparable products sold by specialist retailers.

Due to strong customer demand, Coles Best Buys is now available online in 25 locations across the country, so customers have the chance to jump on the website and get their hands on some great

bargains before they fly out the door.

Coles General Manager for Health and Home Jonathan Torr said the in store and Best Buys range will inspire customers with new and exciting baby and kids' items not normally available at Coles.

"We're excited to announce that our very popular Coles Best Buys program is now available online – this means no heavy lifting in store for customers and products will be delivered to your door with your groceries. We hope to add more online stores in the coming months," he said.

"The new baby range and slashed prices across the baby aisle are another way we can provide more value to our customers when trying to manage the weekly shopping budget for their growing family. With up to 50% off selected products like Huggies nappies, Ecostore, Aveeno Baby and Johnson & Johnson bath and body products, we hope to support new families at a time when Aussies are doing it tough.

"We know that more than ever, our customers are looking for baby products that are practical and affordable. By introducing more than 150 new products to our baby and kids range, we're giving customers access to great value and exclusive items.

"CUB BARE is perfect for customers who are interested in making the switch to more sustainable products without compromising on convenience and price, with products in the range up to 40% cheaper than comparable products."

New CUB products are now available permanently at Coles, whereas the special promotion across the baby aisle and limited edition products are available until 3 August or while stocks last.

The Coles Best Buys Baby and Kids range is available in selected Coles supermarkets across Australia and online for selected stores\*. To view catalogue and list of participating Coles stores, [click here](#).

To view the Coles Baby and Kids sale catalogue, [click here](#).



**FOR HIGH-RES IMAGES, [CLICK HERE](#)**

\*Coles Best Buys is available online for customers whose orders are packed at the following stores:

- Vermont South, VIC
- Gungahlin, NSW
- Sunnybank Hills, QLD
- Waurin Ponds, VIC
- Belmont, VIC
- Maroochydore, QLD
- Shellharbour, NSW
- Bendigo, VIC
- Lakelands, WA
- Bassendean, WA
- Nerang, QLD
- Bridgewater, TAS
- Springwood, QLD
- Westcourt, QLD
- Sunbury, VIC
- Noarlunga, SA
- Whyalla, SA
- Karratha, WA
- Greenacre, NSW
- Richmond, VIC

Stores with online availability and Click&Collect:

- Sunbury, VIC
- Coves, VIC
- Jamison, ACT
- Morayfield, QLD
- Pacific Fair, QLD

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