

Media Release

coles | Value the Australian way

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COLES REVEALS WHO'S EATING ALL ITS FESTIVE FOOD THIS CHRISTMAS

- **Queenslanders love ham and mangoes most, NSW customers enjoy cherries more than any other state and Victorians prefer fruit mince pies over pavs and puddings**
 - **Shoppers can save up to 50% on Christmas essentials such as decorations**
 - **Coles online opens thousands more timeslots for Click&Collect**

From traditional Christmas hams, puddings and pavlovas to fresh Aussie seafood, Coles is revealing who has the biggest appetite for its popular festive food this Christmas.

When it comes to eating the most ham – the centrepiece at every Christmas lunch or dinner – Queenslanders tuck into more Christmas hams from Coles than customers from any other state, almost triple that of Victorians per capita and double New South Wales customers per capita.

The Sunshine State also tops the list for eating the most prawns, and cracking open the most ice-cold beers from Coles but comes in third to NSW and Victoria for sweet treats like puddings, pavs and fruit mince pies.

Customers from NSW tend to consume the most volume of puddings, pavlovas and fruit mince pies overall – almost 1 million more packets than Tasmania.

However on a per capita basis, customers in South Australia and Tasmania eat more of the popular desserts than customers in any other state, munching their way through twice as many serves of pav, pudding and pie as NSW customers do at Christmas time.

NSW shoppers snap up the most WA Rock Lobsters, indulging in more than three times the volume of lobsters than their home state of Western Australia. And what is all this delicious shellfish washed down with in NSW? Sparking and Champagne of course, ensuring the state tops the charts for bubbles consumption.

NSW also trumps the list for the most Christmas crackers and wrapping paper purchased at Coles, and shoppers from NSW also enjoy cherries and mangoes atop their pavlova the most – eating the equivalent of 12 semi-trailers of cherries at Christmas time, which is five times more than SA, followed by Queensland and Victoria.

While data shows that per capita, Aussies love their cherries almost equally across each state, Queenslanders on the other hand go mad for mangoes, eating almost twice as many as Tasmanians and West Australians per capita.

Coles Chief Executive of Commercial and Express Greg Davis said after a challenging few months for many Australians, celebrating together over a delicious feast is the joy we have all been waiting for this Christmas.

"While we may be divided in our food preferences depending on where we live, the one thing we're all united over is our desire to be together this Christmas, with our recent survey¹ showing that

¹ Coles conducted its biggest ever pre-Christmas survey in October 2021 to ask 7500 Australians what they value most this Christmas, how they are feeling right now and what they are looking forward to.

60% of Aussies want to be together, and food is at the centre of the celebration," said Greg.

"At Coles, we know the importance food has in bringing us all together to create an extraordinary experience. So this Christmas we've made the planning and preparation easy with over 150 new and improved products for a complete Christmas feast, from heat-and-eat entrées, locally-sourced centrepieces like our gold award-winning Crackling Smoked Ham on a rib rack, and ready-to-eat desserts such as our giant chocolate trifles and mousse logs that serve up to 12 people.

"We're also focused on making this the most sustainable Christmas ever with our first-ever range of 100% recyclable, plastic-free Christmas crackers and greeting cards, and durable, wooden hanging decorations.

"More than half of our customers have told us that Christmas ham is their favourite Christmas product from Coles². We're incredibly proud of our must-have 100% Aussie and sow stall free half-leg hams, which have been winning awards for years including recently at the Perth, Tasmania and Sydney Royal shows."

For the early birds who are planning ahead and spreading their shop across the weeks leading up to Christmas Day, they can now save on Christmas essentials:

Existing offers till Christmas

- 50% off Lindt Lindor Gift Box 230-235g
- 50% off Cadbury Favourites 570g
- 50% off Cadbury Roses boxed chocolates 450g
- 50% off CCA Soft Drinks 1.2L
- MSC WA Rock Lobster, down to \$24 (was \$27)
- Better than ½ price Oral-B Pro Electronic toothbrush
- Pavlova 500g, \$5.40, down from \$6
- Save 20% off liquor at www.coles.com.au until 21 December

From Wednesday, 15th December

- 50% off Steggles chicken breast tenders 400g
- 15% off Coles Celebration gift cards
- 50% off La Espanola Olive Oil

Coles' survey of 7500 Australians also revealed that nearly 50% of Australians say they will do more of their Christmas food shopping online this year. To help support the increased demand, Coles is boosting online capacity and encouraging customers to use Coles online to have their groceries delivered to their home or direct to their car boot through contactless Click&Collect, available at 600 stores nationally.

Coles online has added thousands of Click&Collect timeslots for customers to conveniently collect their groceries this Christmas. Coles is urging customers to book timeslots early and remember that orders can be made up to seven days in advance.

For further information, please contact

Coles Media Line (03) 9829 5250 or media.relations@coles.com.au

² According to Coles' survey of 7500 Australians in October 2021, 51% of Australians said Christmas Ham was their favourite Christmas product from Coles, followed by Chocolates/Confectionary (39%) and Prawns (37%).