

Media Release



Monday July 26, 2021

COLES LIQUOR PARTNERSHIP WITH SECONDBITE TAKES AIM AT HUNGER THIS WINTER

Liquorland, First Choice Liquor Market and Vintage Cellars launch appeal to help Aussies in need.

From today, Coles Liquor customers can support Australians in need by joining the fundraising appeal for food rescue organisation SecondBite to support food charities experiencing a surge in demand for their services this winter.

Every year 3.6 million Australians struggle to put food on the table and SecondBite's latest research suggests that three out of four food charities are expecting higher demand for their services with many people facing the challenge of a second COVID-19 winter.

Coles Liquor customers can support the national SecondBite Winter Appeal by purchasing a \$2 donation card or donating directly at the checkout at Liquorland, First Choice Liquor Market and Vintage Cellars until Sunday August 15.

Coles Liquor Chief Executive Darren Blackhurst said that a donation of just \$2 to the SecondBite Appeal supported ten meals for families or individuals in need.

"We know there are a lot of people in our community who cannot afford regular meals, let alone nutritious food, so the Coles Liquor team is working with our valued customers to support Australians doing it tough."

"Since Coles Liquor first partnered with SecondBite six years ago, our customers have donated the equivalent of nearly 27 million meals," Mr Blackhurst said.

"We are so proud of our partnership with SecondBite and the important work it does in turning surplus fresh food into meals for vulnerable community members."

SecondBite Ambassador and Board Director Matt Preston said the impact of COVID-19 on vulnerable communities as well as volunteering made the need for food relief even more urgent this winter.

"Almost 80 per cent of our charity and community partners surveyed saw an increase in demand for their food relief programs compared to last year," Mr Preston said.

In 2020 Coles Liquor customers and team members raised enough to fund the equivalent of more than 4 million meals for needy Australians.

During our ten year partnership with SecondBite, Coles has delivered 148 million meals around the country.

In the past year, nearly 850 Coles supermarkets and delivery centres across Australia donated surplus fresh food via SecondBite to around 1,300 community food programs that provide meals to Australians facing tough times.

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For further information, please contact

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