

Media Release

coles | Value the Australian way

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COLES AND LIQUORLAND GO TO GREAT LENGTHS FOR A DELICIOUS CHRISTMAS LAUNCHING 292 NEW PRODUCTS FOR EVERY BUDGET

Coles and Liquorland have unveiled their extensive and great value Christmas range, including more than 142 new festive supermarket products, 150 delicious new drinks and the first-ever collectable range designed by Michelin award-winning chef and ambassador Curtis Stone available exclusively at Coles, demonstrating how all Australians can enjoy celebrations within their budget this spring and summer.

A passionate team of development chefs, Aussie farmers, product developers, and food and drink specialists have gone to great lengths to curate a range of easy to prepare festive favourites, making Coles the destination for delicious food and drinks this Christmas.

From entertaining platters, canapés, the main meal, seafood, desserts, something sweet, decorations, gifts, florals and refreshments, Coles has everything Aussies need to enjoy the festive season and start planning their celebrations.

In a recent survey of Coles customers, over 60% said their favourite part of Christmas was spending time with family and friends and this year 20% said they will be making more food at home this festive season.¹

To help customers enjoy their time with their loved ones, Coles has curated a Christmas range featuring 349 products in total — including 142 new supermarket products to stretch budgets further, from great value, quality, and affordable products, through to the indulgent Coles Finest range including:

Coles Single Smoked Beechwood Ham is an Australian sow-stall free pork made in Western Australia, which has been smoked for additional flavour. It won bronze at the Sydney Fine Food Show in 2022.

Coles Finest Triple-Smoked Beechwood Ham is a certified carbon-neutral Australian sow-stall free pork made in Western Australia, which has been smoked for a drier meat finish with a punchy sweet flavour.

Coles Finest Prosciutto-Wrapped Chicken Breast offers an indulgent main course option containing RSPCA Approved chicken, oozing camembert filling, salty prosciutto wrapping and fig butter puck.

Coles Finest Hunter Valley Free Range Turkey Crown with fruity stuffing is free-range turkey breast, marinated with a blend of sea salt and seasoning, with a spiced fruit stuffing topped with a bacon lattice.

Coles Finest French Tartlets are perfect for Christmas entertaining. The trio of tartlet flavours include goat's cheese and onion confit, red capsicum, goat's cheese and mint, and cream cheese zucchini and basil.

Coles Finest Minted Peas, Parmentier Potatoes and Parisian Carrots are bursting with sweetness and include a herb butter puck for the ultimate indulgent finish.

Coles Finest Blackforest Christmas Tree Cake is the show-stopping dessert option for Christmas. The decadent cake is vanilla mousse with Amarena cherries and layers of chocolate sponge, set on a hazelnut praline feuilletine, and hand-finished with icing sugar and a chocolate crumb.

Coles Christmas Negroni-Flavoured Sorbet is an orange-based sorbet that is perfectly flavoured with notes of

¹ Coles Circle, Christmas Early Survey, n=7,416

Vermouth, Gin and Campari.

Coles Finest Luxury Belgian Chocolate and Orange Pudding will not disappoint with Belgian chocolate, speckled sponge and notes of zesty Sicilian orange.

Coles Finest Luxury Madagascan Vanilla Meringue Wreath is a sophisticated twist on an Aussie classic. The light meringue feathers are speckled with Madagascan vanilla seeds, ready to be topped with cream and your favourite summer fruit.

Canard-Duchêne NV Brut Champagne has a golden hue and delicate bubbles, and with notes of stone fruit and hints of buttery brioche, pairs perfectly with sweet or savoury appetisers

Hidden Gem Semillon Sauvignon Blanc is a refreshing, full-flavoured blend with tropical notes of zesty lemon and gooseberry, and a clean, crisp finish that pairs perfectly with canapés and recently won a Gold medal at the Riverina wine show.

Coles Festive Decorated Advent Calendar is a Christmas classic filled with scrumptious gingerbread biscuits perfect for family entertaining in the lead up to Santa's arrival.

Coles Ambassador and Michelin Star award-winning chef Curtis Stone said this year's Coles Christmas range offered great variety, quality and value for Christmas celebrations big and small.

"Christmas is such a special time of year for Aussies, and we've thought of everything to make sure Coles' high-quality and delicious products cater to all Christmas styles — from a casual backyard lunch to a formal dinner with all the trimmings — and offer value to customers when they shop with my new BBQ collectable range," Curtis said.

"From single, double and triple-smoked hams, to a decadent luxury Belgian chocolate and orange pudding, Coles' Christmas range has you covered no matter how you Christmas.

"My favourite thing at Christmas is fresh tiger prawns which can be prepared so many different ways, grilled on the barbie, on a seafood platter with a little dipping sauce or even tossed through a salad perfect for a hot summer day."

Coles Chief Executive Officer Leah Weckert said the focus this year was to produce a wide range of delicious Christmas products that would cater to any festive celebration budget.

"We know it's been a difficult year for Aussies who are continuing to feel the pinch of cost-of-living pressures, which is why this year's range caters to a number of different price points to help our customers celebrate Christmas, no matter their budget or festive plans," Leah said.

"We are committed to being the destination of choice this Christmas for all of our customers' needs by ensuring our range offers value for money, quality, innovation and convenience. From decorations for the home to decadent desserts, you can truly find it all at Coles this Christmas."

Coles Liquor General Manager Customer Mia Lloyd said Australians had more choice of award-winning drops than ever before this festive season.

"With 150 new products in our range, we truly have a treasure trove of high-quality drops that are great value for customers, including some of my favourites — our award-winning Hidden Gem Semillon Sauvignon Blanc which is an unbelievable \$4 a bottle, James Busby Vineyard Series McLaren Vale Grenache which recently won a Double Gold at the Melbourne International Wine, Beer and Spirits competition at \$40 and Canard-Duchêne NV Brut Champagne from \$70," Mia said.

"Our customers are sure to find something perfect for any festive celebration — from Christmas parties through to Boxing Day and New Years — helping to make this holiday season a time to remember."

This year's Christmas products demonstrate the great lengths Coles continues to strive towards to ensure great

value, quality and freshness for its customers, while helping family budgets go further and it could not be achieved without the dedication of incredible suppliers like Country Chef, Primo, Manbulloo Mangoes and Australian International Foods who were in Sydney to help launch their festive range.

For high-res images from the official Coles and Liquorland Christmas 2023 launch [CLICK HERE](#)

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For further information, please contact: Coles Media Line (03) 9829 5250 Or
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MORE HIGHLIGHTS FROM THE RANGE

Entertaining & Canapés

Coles Cheese Entertaining Platter is a go-to entertaining staple for the table this year. The delicious gourmet cheese platter includes a mix of Australian tasty cheese and mixed olives with mild Danish salami.

Nature's Kitchen Plant-Based Entertaining Platter will excite and cater to the needs of your vegan family and friends, offering a great range of sides all on the one platter.

Coles Finest Triple Pack Pate is made in Tasmania and includes salmon, duck and chicken creamy pates that are smooth, rich and full of flavour.

Coles Peanut Cracker & Pretzel Festive Mix is sure to be a crowd favourite with a mix of crunchy, savoury and salty peanut crackers and mini pretzels perfect for sharing and entertaining.

Coles Salted Caramel Flavoured Macadamias are utterly addictive, offering the perfectly coated macadamia in a lightly salted crunchy caramel.

Seafood Entertaining Prawns in Blanket are super morish and perfect as a finger food option with peeled prawn cutlets wrapped in a crisp and golden pastry and a delicious dipping sauce.

Seafood Entertaining Seafood Croissant features flaky pastry canapés with savoury dill filling, with prawns, Basa and vegetables.

Coles Australian Lamb, Mint, Apricot & Cous Cous Bites are made with succulent lamb, mint, apricot jam and cous cous in a crunchy Middle Eastern inspired crumb.

Coles Reuben Mac n Cheese Bites are a perfect addition to the entertaining menu, featuring macaroni with cheesy bechamel sauce, corned beef and sauerkraut in a crunchy irresistible panko crumb.

CENTRE OF PLATE

Nature's Kitchen Plant-Based Christmas Roast is made in Australia and has a delicious, sweet chutney glaze, elevating the classic roast with a tangy finish, perfect for serving four people.

Coles Herb-Crusted Salmon is a responsibly sourced and mouth-watering dish, featuring skin-on Atlantic salmon with a slightly tangy crushed-herb crust.

DESSERTS

Coles Classic Tropical Trifle is an Australian twist on the Christmas staple, made in Australia with passionfruit and mango coulis, layered with sponge, custard, vanilla mousse and hand-finished with toasted coconut.

Coles Festive Mini Fruit Mince Pies are made with mouth-watering traditional fruit mince filling and an exclusive Christmas tree design on top. These are the perfect festive treat to embellish the Christmas table.

FLORALS

Coles' Christmas floral range has something for all occasions and price points across flowers and potted blooms. With 16 new products, the range offers a wide variety of simple yet elegant florals, perfect for decorating the home or gifting for Kris Kringle.

GROCERY

Coles Peppermint Mini Candy Canes are the perfect sweet and minty treat for Christmas day, made with no artificial colours or flavours.

Coles Choc Chip & Coconut Cookie Beach Box Tin is filled with incredible Aussie-made cookies, making gift-giving easy this Christmas.

Coles Christmas Party Mix is perfect for sharing at any festive event, with gummies in Christmas themed shapes including gingerbread men and reindeers.

Coles Assorted Biscuit Christmas House Tin is a delicious assortment of your favourite biscuits inside a beautifully designed Christmas tin — a decorative piece to display in your home to inspire festivities in the lead up to Christmas.

Coles Finest Cocktail Slices range are 100% locally sourced, Queensland dried limes and blood orange slices, perfect for elevating Christmas cocktails or even as décor along the Christmas table.

DRINKS

Canard-Duchêne NV Brut Champagne has a golden hue and delicate bubbles, and with the notes of fruit and hints of buttery brioche, pairs perfectly with sweet or savoury. Awarded gold at the Sakura Japan Wine Awards 2023.

Canard-Duchêne Rosé Champagne has a fresh, fruity aroma predominantly of strawberry and raspberry but with subtle spicy undertones to give a delicious finish. With a slightly rosy hue, beautiful pearl finish and fine bubbles, this drop was awarded gold at the Sakura Japan Wine Awards 2023.

Hidden Gem Semillon Sauvignon Blanc is a refreshing, full-flavoured blend with tropical notes of zesty lemon and gooseberry, and a clean, crisp finish. Awarded gold at the Riverina Wine Show 2023.

Winton Road Barossa Valley Rosé is vibrant and perfectly balanced with aromas of raspberry, strawberry and a hint of white petals and a subtle herbal edge. The long finish leaves a lingering character of red berries and cream. Awarded gold at the Royal Queensland Show 2023.

James Busby Vineyard Series McLaren Vale Grenache has a refreshing and generous palate of raspberries, cherries and red currants which are complemented by nutmeg spice, chalky tannins. Awarded double gold at the Melbourne International Wine, Spirits & Beer Awards 2023.

Abbey Vale Cabernet Sauvignon Redolent is perfectly balanced with a dark chocolate and ripe cassis aroma, and a long and structured palate. Awarded trophy at the Royal Perth Wine Show 2023.

Coal Pit Tiwha Pinot Noir has an elegant and sophisticated palate with excellent fruit purity complemented by a well-integrated spicy oak finish. Awarded trophy at the Winestate Wine of the Year Awards 2022.

Tinnies Pale Ale is a classic pale ale that boasts a light, hazy amber colour and smooth biscuit malt and satisfying citrus flavours. Awarded trophy at World Beer Awards in 2022.

Smithy's Easy Drinking Beer is a clean, crisp, refreshing ale brewed in Victoria using only local ingredients. Awarded silver in the International Beer Challenge 2023.

Loch Lomond 10YO Single Malt Scotch Whisky is produced and oak-aged in the Scottish Highlands, combining and creating the signature fruit, honey and soft smoke style Loch Lomond is known and loved for. Awarded gold at the Scotch Whisky Masters 2023.

Pure Origin Tasmanian Gin has classic juniper berry, earthy and herbal notes, with aromas of bergamot and lavender to give a subtle spice and long finish. Awarded double gold at the Melbourne International Wine, Beer & Spirits 2023.