

17 August, 2018

COLES DROPS PRICE OF STRAWBERRIES TO \$1 PER PUNNET IN NSW THIS WEEKEND TO SUPPORT GROWERS WITH OVERSUPPLY

From today until close of business on Sunday, 20 August, Coles has dropped the price of strawberries in New South Wales stores to just \$1 per 250g punnet to help suppliers move tonnes of excess produce.

Good growing conditions over the past month have led to an abundance of strawberries in the market, which has left growers with more fruit than they need to meet demand.

To encourage customers to pick up a punnet of berries and help Aussie suppliers, Coles has reduced the price to just \$1 in NSW stores all this weekend.

Joe Cufari, owner of Coles strawberry supplier Donnybrook Berries, said the limited-time offer would help him move a mountain of berries that might otherwise go to waste.

"Unseasonable weather in June and July slowed the maturity of our strawberries, but as the weather has improved our production has accelerated to very high levels in August," he said.

"We appreciate the efforts by Coles to promote strawberries through this period, providing more customers the opportunity to experience fantastic Australian-grown strawberries and support farmers like us."

Coles Fresh Produce General Manager Brad Gorman said strawberries were a customer favourite and one of the top-selling fresh produce lines when in season, with Australians consuming more than 40 million kilograms of strawberries every year.

"Our customers love strawberries and lowering the price over the weekend means everybody can enjoy a few more berries as well as help our growers deal with a short-term oversupply," he said.

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For further information, please contact

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