

**Friday 7 December 2018**

## **COLES ADDS A LITTLE EXTRA JOY TO CHRISTMAS WITH A MINI FESTIVE RANGE *Mini mince pies, petite pavlova and little Christmas crackers are coming to Coles***

From today, the little supermarket surprises that took Australia by storm are making a mini comeback for Christmas with Coles releasing a new range of festive minis for customers to add to their Little Shop collections<sup>1</sup>.

The collectables are mini versions of must-have items for any Christmas celebration including mince pies, a pavlova, crackers (bon bons), a gingerbread biscuit and a limited edition Coles gingerbread ice-cream.

Customers will receive one free Christmas mini collectable for every \$30 they spend<sup>2</sup> in store from 7 December, while stocks last. There will also be a limited number of special-edition Christmas stocking collector cases available for purchase for \$4<sup>3</sup>.

Coles Chief Operating Officer Greg Davis said the range would bring a festive touch to the most popular collectable campaign Coles has ever undertaken.

"We were blown away with customer feedback to Little Shop when it launched in July this year so we wanted to bring customers a little extra as a surprise this Christmas," Greg said.

"The range is made up of mini replicas of some of our most popular Christmas products like pavlova, mince pies, Christmas crackers and a limited edition mini of our famous Coles Gingerbread ice-cream. We want to create a little extra fun at Coles this Christmas and surprise and delight customers at the check-out."



As an extra surprise to Coles customers this weekend, they can pick up a bonus mini when they buy the Saturday or Sunday participating News Corp newspaper at Coles.<sup>4</sup>

For more information on Christmas Little Shop visit [www.coles.com.au/christmaslittleshop](http://www.coles.com.au/christmaslittleshop).

### **For further information, please contact:**

Coles Media Relations (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)

<sup>1</sup> Available at Coles supermarkets and Coles Online only. Excludes Coles Express.

<sup>2</sup> \$30 must be spent in one transaction after savings and discounts have been applied. Coles Insurance products, iTunes cards gift cards, Opal cards, liquor, tobacco (and tobacco related products, mobile phone and mobile phone recharge are all excluded from the offer. Donations including Coles Online donations will also be excluded. Coles Online delivery fees, credit on your account and any other promotions are excluded.

<sup>3</sup> There is a limit of three collector cases per customer. Do it yourself collector cases will also be available for customers to download at [www.coles.com.au/christmaslittleshop](http://www.coles.com.au/christmaslittleshop)

<sup>4</sup> Buy the Courier-Mail, The Sunday Mail, Daily Telegraph, Sunday Telegraph, Herald Sun, Sunday Herald Sun, The Advertiser, Sunday Mail, The Mercury, Sunday Tasmanian, NT News or Sunday Territorian at Coles on December 8 or December 9 to receive a bonus mini collectable. Limit 1x bonus mini per paper purchased, maximum of 4 x bonus minis per transaction.