

Media Release

coles | Value the Australian way

Thursday 8 April 2021

HUNDREDS OF PRICES DOWN AND COUNTING AT COLES *Down Down relaunch in stores saves Aussies on breakfast, lunch and dinner*

Coles has taken the price of some of Australia's breakfast, lunch and dinner favourites Down Down since the start of the year, helping lower the cost of a weekly shop for Aussie families.

The price reductions include Coles Pikelets 8-pack, Down Down to \$2 from \$3[†]; Coles Free Range Eggs 12 pack 600g, Down Down to \$3.90 from \$4.10; Coles Spaghetti 500g, Down Down to \$1 from \$1.20; and Coles Boneless Pork Shoulder Roast, Down Down to \$7.50/kg from \$9/kg.

Perfect for back-to-school lunchboxes, Coles 24 pack Cheese Slices are Down Down to \$6.50 from \$7; while Coles Banana Bread Slices 5-packs are Down Down to \$4.50 from \$5.

Coles has undertaken a major relaunch of Down Down in stores to lower the price of hundreds of products across the entire product range, including breakfast cereals, pasta, tinned tuna, fresh convenience foods, healthcare, pet food, poultry, seafood, tinned fruit, smallgoods, and bakery cakes.

Coles Executive Commercial and Express Greg Davis said that by dropping the price on products customers buy the most, Coles was helping Australian families save money every week.

"A lot of Australian families are looking to get better value from their weekly budget, and with people still eating more meals at home we want to deliver great prices on the quality food our customers want to eat for breakfast, lunch and dinner," he said.

"Since the start of the year we've lowered more than 250 prices – and we're not finished yet, which is why we say prices are 'Down and Counting'.

"Over the past 10 years customers have come to recognise Down Down and the Big Red Hand as indicators of trusted value at Coles, and our rollout of further Down Down prices lets them know that we are more committed than ever to lowering the cost of their weekly shop."

Coles is also helping customers feed even the largest of families on a budget by bringing back the popular Big Pack Value Sale, with significant savings on 40 select products in bulk sizes, including family dinner staples, condiments, and baking products.

The latest Big Pack Value Sale is available nationally while stocks last, and includes:

- Bega Peanut Butter, usually* \$4.90 for 375g, available now in 2kg for \$16.50 (saving 37%)
- Coles Special Burger Sauce, usually* \$2.75 for 360g, now available in 1kg for \$6 (saving 21%)
- Maggi Noodles, usually* \$3.95 for 5 pack, available now in 18 pack for \$10 (saving 30%)
- Dollar Sweets 100s and 1000s, usually* \$5 for 130g, available now in 850g for \$7.50 (saving 77%)
- Milo, usually* \$4 for 200g tin, available now in 1.32kg for \$13 (saving 51%)

[†] Coles Pikelets 8-pack not available in Tasmania before 12 April.

* Saving calculated as the difference between the unit price of the larger pack and the unit price of the smaller pack at its regular selling price. Some smaller packs may be on promotion at times during the Big Pack Value promotion period.

- Uncle Toby's Roll Ups, usually* \$4 for 6 pack, available now in 15 pack for \$7 (saving 30%)
- Obento Panko Breadcrumbs, usually* \$2.30 for 200g, now available in 1kg for \$5 (saving 57%)

The 250-plus products reduced in price between 1 January to 7 April 2021 include:

PRODUCT	WAS	NOW	SAVING
Coles Free Range Eggs 12 pack 600g	\$4.10	\$3.90	5%
Coles Pasta 500g	\$1.20	\$1.00	17%
Coles Boneless Pork Shoulder Roast	\$9/kg	\$7.50/kg	17%
Coles Pork Leg Roast Boneless (per kg)	\$10.00/kg	\$8.50/kg	15%
Coles RSPCA Chicken Boneless Roast with Apricot and Herb Stuffing	\$14.50	\$12.00	17%
Coles RSPCA Chicken Drumsticks large pack	\$4.50	\$4.00	11%
Coles Marinated Salmon 2pk	\$12.00	\$11.00	8%
Coles Sow Stall Free Mild Salami 200g	\$6.50	\$5.00	23%
Coles Pikelets 8pk	\$3.00	\$2.00	33%
Coles Banana Bread 5pk slices	\$5.00	\$4.50	10%
Coles 24 pack Cheese Slices	\$7.00	\$6.50	7%
Coles Frozen Meat Pies 4pk	\$4.35	\$3.85	11%
Coles Quick Oats Sachets 420g	\$4.00	\$3.30	18%
Coles Muesli 750g	\$3.50	\$3.10	11%
Coles Orange Juice 2L	\$5.25	\$5.00	5%
Uncle Toby's Quick Oats 680g/700g	\$9.00	\$8.00	11%
Carman's Creamy Honey/5 Grain Oats 650g	\$7.50	\$6.00	20%
Zafarelli Pasta 500g	\$2.00	\$1.60	20%
Bow Wow Super Snacks Grain Free Sticks 5pk	\$5.00	\$4.00	20%
Frantelle Spring Water 12x600mL	\$6.20	\$4.00	35%
Coles Vegetable Cocktail spring rolls 16pk 270g	\$2.60	\$1.85	29%
Coles Slivered Almonds 150g	\$4.30	\$3.85	10%
Coles Fruit In Syrup 4pk 480g	\$2.20	\$2.00	9%

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