

Media Release

Wednesday, 27 November 2024

Coles kicks off annual SecondBite Christmas Appeal to help feed Aussies in need

Coles today launched its annual Christmas Appeal for SecondBite, Australia's leading free food rescue organisation, to help feed Aussies in need.

From today until Christmas Eve, customers can get behind SecondBite with the simple purchase of a \$2 donation card in store at any Coles supermarket, with each \$2 card sold enabling SecondBite to provide the equivalent of up to ten meals to charity partners including soup vans, homeless shelters and women's refuges¹.

Customers can also support SecondBite by purchasing a limited-edition Remedy Pavlova or Merry Cherry Kombucha, with 20 cents from each 330ml bottle of the 'Festive Batch' sold in store or on Coles Online going to SecondBite². DASH Water will also donate 20 cents to the Coles SecondBite Christmas Appeal for every DASH Sparkling Water four-pack sold at Coles from Wednesday 27 November to Tuesday 24 December 2024 and Cadbury Australia will donate the equivalent of one million meals to the Appeal.

Additionally, customers can help spread the festive cheer for SecondBite at Coles Liquor stores with donations being accepted in all Liquorland, First Choice Liquor Market and Vintage Cellars stores, or by purchasing Local Brewing Co.'s Surplus Citrus Hazy Pale at Vintage Cellars or First Choice Liquor Market with 40 cents from every four-pack sold going to the cause³.

With DASH Water infused with wonky fruit and Local Brewing Co. using Coles Brand bread that would otherwise go to landfill, this year's Christmas Appeal will not only be raising funds for people in need but will also be supporting sustainability initiatives to reduce food waste.

SecondBite was founded nearly 20 years ago with the mission to address food insecurity by rescuing quality, nutritious food to give to people in need for free. Today, their essential services reach more than 1,000 local community partners across Australia, playing a vital role in feeding those who need it most.

SecondBite CEO Daniel Moorfield said funds raised will help SecondBite to feed Aussies who are doing it tough during the holiday period and beyond.

"We all know that Christmas is a time of celebration, but unfortunately, it can also be a tough time for many Aussies who are struggling to put food on the table," he said.

"By supporting the Coles SecondBite Christmas Appeal you can help make a genuine difference. The funds

¹ All proceeds will be distributed to SecondBite. Donations of \$2 or more are tax deductible. Campaign runs 27/11/24 to 24/12/24.

² Remedy and Coles will donate 20 cents (10 cents each) to SecondBite for every 330mL bottle of Merry Cherry and Pavlova Remedy Kombucha sold. Campaign runs 27/11/24 to 24/12/24 or while stocks last.

³ Available in-store and online at First Choice Liquor Market and Vintage Cellars stores from 27/11/24 and until sold out.

raised will help us provide ongoing food relief to those who need it most and address the increased need that our charity partners face over the holidays. Many of our frontline partners don't stop their services over Christmas - in fact, it can be their busiest time as people turn to them for a meal and social support."

Coles Chief Commercial and Sustainability Officer Anna Croft encouraged customers to get behind this year's SecondBite Christmas Appeal.

"Coles has been a proud partner of SecondBite for more than 13 years and together with our customers and suppliers Cadbury, Remedy, DASH Water and Local Brewing Co., we are aiming to raise enough funds this Christmas to help provide the equivalent of over five million meals to help feed Australians in need," she said.

"SecondBite plays such an important role in local communities across Australia, particularly over the holiday period when the need is heightened, and we hope customers can show their support by purchasing a \$2 donation card or a participating product at Coles this Christmas Appeal."

Coles has donated the equivalent of more than 270 million meals to SecondBite since 2011 and in the last financial year alone, Coles stores and distribution centres donated over 18,200 tonnes of unsold, edible food to SecondBite.

The Coles SecondBite Christmas Appeal will run from Wednesday 27 November to Tuesday 24 December 2024.

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For further information, please contact

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