

# Media Release

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## COLES TO TRIAL DIGITAL SMART TROLLEYS, HELPING SHOPPERS SAVE TIME, MANAGE THEIR BUDGET AND CHECKOUT FASTER

*Customers can shop smarter, pick and pack as they go and pay directly on the Coles Smart Trolley for a seamless shopping experience*

Coles is bringing a new level of convenience to in-store grocery shopping as it becomes the first retailer in Australia to trial an all-in-one AI-powered Smart Trolley. Developed in partnership with leading grocery technology company, Instacart, the **Coles Smart Trolley** allows customers to track their spending in real time, pack as they shop and skip the checkout line for a more seamless and efficient shopping experience.

The innovative technology will be trialled at Coles Richmond Traders in Melbourne from January 2025. Customers at Coles Richmond Traders will have the opportunity to experience and learn how to use the Coles Smart Trolleys from today before the trolleys are fully operational when the trial begins.

The Coles Smart Trolley uses advanced AI technology, sensors and an in-built scale to scan groceries directly into shopping bags, including fresh produce, and streamline the checkout process so customers can pay on the trolley and go.

Featuring an interactive digital screen which displays current in-store specials and product aisle locations, the smart trolley makes it easier for customers to locate offers throughout the store and features a running total of their shop to help manage their budget. Customers who scan their Coles App or Flybuys card can also collect Flybuys points during their shop – and to make shopping a little more exciting, in-built gamification allows customers who scan their Coles App or Flybuys card to 'Spin the Wheel' at checkout for a chance to win additional discounts on their total shop when they spend \$50 or more in a single transaction<sup>1</sup>.

Coles Chief Digital Officer, Ben Hassing, said the introduction of the Coles Smart Trolley showcases Coles' commitment to delivering value and convenience to customers through innovative digital solutions.

"As the first retailer in Australia to introduce AI-powered trolleys, we're excited to offer our customers a convenient and engaging way to shop in-store, helping them save time, manage their budget and checkout faster – or at their own pace," Ben said.

"The Coles Smart Trolley illustrates our omnichannel approach, leveraging digital capabilities to enrich the in-store experience. We are committed to testing and learning through innovative solutions to make sure we are delivering on customer needs, increasing convenience, and helping customers discover more value through their shop at Coles."

The launch of the new Coles Smart Trolleys at Coles Richmond Traders marks the beginning of an exciting partnership between Coles and Instacart – the first of its kind in the Asia-Pacific region.



<sup>1</sup> Spend \$50 on the Smart Trolley to 'Spin the wheel', commencing January 2025 for the duration of eight weeks, limit of two entries during this period. Total of 2688 prizes available valued at \$15,232. Open to Richmond Traders customers over 18. Exclusions and T&Cs apply.

Instacart Chief Connected Stores Officer, David McIntosh, said the partnership with Coles represented an exciting entry into the APAC market.

“At Instacart, we have spent the last decade empowering retailers with the technologies they need to better serve their customers any way they choose to shop, and we’re delighted to partner with Coles Group to bring the Caper Cart technology to Australia and APAC for the first time,” Mr McIntosh said.

“With cost-of-living pressures top of mind, we’ve found customers especially love the way the digital screen on the trolley helps them to see their running total and manage their budget in real-time along with discovering further discounts and money off their total by spinning the digital wheel.”

As part of Coles' strategic commitment to meeting customers' increasing digital usage by creating an easier, faster and more enjoyable omnichannel shopping experience, the Coles Smart Trolley embraces retail technologies to bring the benefits of online shopping to the in-store journey.

**[CLICK HERE FOR VIDEO AND HIGH-RES IMAGES](#)**

### **How the Coles Smart Trolley works<sup>2</sup>:**

#### **Shop**

- Begin shopping by placing personal or Coles shopping bag(s) in the Coles Smart Trolley and activate the trolley. The trolley is free to use and no app is required.
- Place items into it – the trolley automatically scans all items as they are placed in the trolley.
- Find items on promotions and respective aisle location on the trolley screen.
- Add fresh produce in 2 simple steps:
  1. Search fresh produce by name; and
  2. Add produce in the trolley. The inbuilt scale will weigh produce automatically.
- To remove an item, take it out of the trolley. Make sure to place the item back on the shelf.
- Scan your Coles app or Flybuys card and spend \$50 or more in one shop for a chance to 'Spin the Wheel' to unlock additional offers<sup>3</sup>.

#### **Pay**

- Once your shopping is done, simply click checkout and pay on the trolley.
- Some items may alert a warning message. The Coles Smart Trolley will notify a team member to assist in the checkout area once the shop has been completed.
- Find your digital receipt in your Coles app or your email inbox.

#### **Go**

- Once payment is done, use the in-store Smart Trolley express lane to find your way out.
- For customers with a big shop, they can take the Coles Smart Trolley to the car park basement to unload their bags directly to the car boot and return the trolley back to store.

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**For media enquiries, please contact**

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### **About Instacart**

Instacart, the leading grocery technology company in North America, works with grocers and retailers to transform how people shop. The company partners with more than 1,500 national, regional and local retail banners to facilitate online shopping, delivery and pickup services from more than 85,000 stores across North America on the Instacart Marketplace. Instacart makes it possible for millions of people to get the groceries they need from the retailers they love, and for approximately 600,000 Instacart shoppers to earn by picking, packing and delivering orders on their own flexible schedule. The Instacart Platform offers retailers a suite of enterprise-grade technology products and services to power their e-commerce experiences, fulfill orders, digitise brick-and-mortar stores, provide advertising services and glean insights. For more information, visit [www.instacart.com/company](http://www.instacart.com/company).

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<sup>2</sup> The Coles Smart Trolley does not support the purchase of iTunes cards, gift cards, mobile phone and mobile phone plans, recharge, Opal top up, calling cards, charity products, soda stream gas cylinder, tobacco, and tobacco related product purchases. It also does not support team member discounts and redemption of Flybuys and Coles Plus and Super Saver rewards. Other products may also be excluded at Coles' discretion.

<sup>3</sup> Spend \$50 on the Smart Trolley to 'Spin the wheel', commencing January 2025 for the duration of eight weeks, limit of two entries during this period. Total of 2688 prizes available valued over \$15,000. Open to Richmond Traders customers over 18. Exclusions and T&Cs apply.