

Media Release

Thursday, 15 August 2024

COLES SECONDBITE WINTER APPEAL RAISES MORE THAN \$1.4 MILLION TO HELP FEED AUSSIES IN NEED

National food rescue charity SecondBite has been given a \$1.4 million boost from the Coles SecondBite Winter Appeal to help feed Australians in need.

The funds raised by Coles, together with its customers and suppliers, will enable SecondBite to provide the equivalent of 7.4 million meals to around 1,000 local community partners across Australia including schools, neighbourhood centres, soup kitchens and youth services.

Funds for this year's winter appeal were raised through the sales of \$2 donation cards at Coles supermarkets and customer donations at Vintage Cellars, Liquorland and First Choice Liquor Market stores. Well-loved brands Chobani, Mount Franklin (Coca-Cola Europacific Partners Australia), Nando's and the Natural Chip Co. also donated a portion of sales from selected products sold in all Coles supermarkets and on Coles online to SecondBite during the appeal.

SecondBite CEO Daniel Moorfield said funds raised will help many Aussies doing it tough this winter.

"Even in challenging times, Coles shoppers have shown remarkable generosity, reflecting the strong spirit of support within our community," he said.

"This appeal will help us rescue and distribute essential food to those in need, and we're deeply appreciative of Coles and its customers for their continued dedication. Together, we're working towards a future where everyone has access to regular nutritious meals."

Coles Group General Manager, Corporate and Indigenous Affairs Sally Fielke thanked customers, team members and suppliers for their support.

"Coles is incredibly grateful for the generous support of our customers and suppliers who supported the SecondBite Winter Appeal this year, as well as our team members who went over and above to raise extra funds through initiatives like cake stalls, dress up days and sausage sizzles," she said.

"The funds raised will help thousands of Australians in need through the incredible work of SecondBite and their community partners who are at the forefront of food relief in local communities across the country."

Coles has helped SecondBite provide the equivalent of more than 250 million meals to people in need since 2011 through the donation of unsold, edible food from its supermarkets and distribution centres.

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For further information, please contact

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