

Media Release

Wednesday, 17 July 2024

COLES AND SECONDBITE UNITE TO HELP TAKE THE BITE OUT OF WINTER

Coles today launched its annual appeal for national food rescue charity SecondBite to help feed Aussies doing it tough this winter.

The Coles SecondBite Winter Appeal starts as new SecondBite research conducted by YouGov reveals that just over three quarters (76%) of Australians struggle more financially in winter, most commonly due to high electricity or energy bills (57%) with those living in South Australia, Victoria and NSW struggling the most¹.

From today until Tuesday 30 July, customers can help support SecondBite in more than 1,800 supermarkets and Coles Liquor stores nationally by purchasing a \$2 donation card at a Coles supermarket or by donating at any Vintage Cellars, Liquorland or First Choice Liquor Market store. Donations can also be made via Coles Online².

There are also more ways than ever to support SecondBite at Coles this winter with well-loved brands Chobani, Mount Franklin, Nando's and the Natural Chip Co. also joining the cause, with a portion of sales from selected products sold in all Coles supermarkets or on Coles Online going towards the appeal.

All funds raised by Coles, its customers and suppliers will enable SecondBite to deliver unsold, edible fruit, vegetables, bread, and other grocery staples to more than 1,000 charities and community partners across Australia who provide food relief through cooked meals, food hampers and community pantries.

SecondBite CEO Daniel Moorfield said the need for food relief is heightened during the winter months and urged shoppers to support the appeal by purchasing a \$2 donation card or participating product at Coles.

"The need for food relief is exacerbated this winter as many vulnerable Aussies are faced with choosing between heating or eating, finding they can no longer make their budget work to cover the necessities. The funds raised at Coles will help SecondBite to meet the increased demands and will help us to continue to rescue and deliver nutritious food free of charge to more than 1,000 community food partners," he said.

"We hope shoppers can support the Coles SecondBite Winter Appeal by adding a \$2 donation card to their shopping basket, making a donation of their choice at the checkout or by simply purchasing a participating product from Chobani, Mount Franklin, Nando's or the Natural Chip Co. A \$2 donation will enable SecondBite to provide the equivalent of up to ten meals to Aussies in need."

Coles Chief Operations and Sustainability Officer Matt Swindells said the annual Winter Appeal is an important way for Coles to support SecondBite.

¹ SecondBite Food Insecurity Survey Report (2024). All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1562 adults. Fieldwork was undertaken between 25th - 30th June 2024. The survey was carried out online. The figures have been weighted and are representative of all Australian adults (aged 18+).

² All proceeds will be distributed to SecondBite. Donations of \$2 or more are tax deductible. The campaign runs from 17/7/24 to 30/7/24.

“Coles is incredibly proud of our longstanding partnership with SecondBite which in turn supports local charities and community organisations across Australia including schools, neighbourhood houses, domestic violence crisis shelters and Indigenous health services,” he said.

“Our partnership with SecondBite extends beyond raising funds so that they can continue their essential service of delivering rescued food to vulnerable Australians. Together, we are also tackling food waste by diverting unsold, edible food from landfill and onto the plates of those who need it most. Since 2011, Coles has donated the equivalent of over 250 million meals to SecondBite with food rescued from our supermarkets and distribution centres.”

“Coles is also delighted to have the support from four of our suppliers this Winter Appeal – Chobani, Coca-Cola Europacific Partners (Mount Franklin), Snack Brands (Natural Chip Co.) and Nando's. With their invaluable support, and with the support of customers who buy a participating product or \$2 donation card, we hope to surpass our fundraising efforts from last year's Winter Appeal.”

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For further information, please contact

Coles Media Line (03) 9829 5250 or media.relations@coles.com.au

COLES SUPERMARKETS PARTICIPATING DONATION PRODUCTS TO COLES SECONDBITE WINTER APPEAL
10 cents donation for every Chobani Yogurt or Oatmilk product sold from 17 July to 13 August 2024.
10 cents donation for every Mount Franklin product sold (still or sparkling water) from 26 June to 30 July 2024, up to a maximum donation limit of \$200,000.
10 cents donation for every Natural Chip Co. Potato Chips 175g product sold (Sea Salt 175g, Sea Salt & Cracked Pepper 175g, Aussie BBQ 175g, Honey Soy Chicken 175g, Salt and Vinegar 175g) and every Natural Chip Company Tortilla Strips product sold (Sea Salt 225g, Chilli & Lime 225g) from 17 July to 30 July 2024, up to a maximum donation limit of \$50,000.
20 cents donation for every Nando's PERi PERi sauce 250g, Nando's Perinaise mayonnaise 465g, Nando's marinade 262g and Nando's Sweet Chilli Jam 285g product sold, from 17 July to 13 August 2024.