

# Media Release

Wednesday, 22 January 2025

## COLLECT, DUEL AND BUILD AS COLES BRINGS HARRY POTTER MAGIC BACK TO THE AISLES

- **72 Coles Magical 2 Disc Packs plus 1 rare disc, FREE to collect with every \$30 spent at Coles in-store and online<sup>1</sup>**
- **Discover the magic of fruit and vegetables with the Coles Hogwarts Fresh Food Challenge**
  - **Plastic-free Coles Magical Discs, 100% recyclable in household recycling bins**

Wizards, witches, and Muggles rejoice as Coles is taking magic to new heights with the launch of **Coles Magical Discs**, bringing beloved **Harry Potter** characters from one of the most iconic film series of all-time into homes across the country and promoting eating fresh fruit and vegetables through the **Hogwarts Fresh Food Challenge**.

From Wednesday 22 January 2025, customers can cast their shopping spells to receive a 2 Disc Pack of enchanting Harry Potter-themed Magical Discs with every \$30 spent in one transaction at Coles supermarkets in-store and online, adding a touch of wizardry wonder to their shop.

From Harry Potter and Hermione Granger, Ron Weasley to Professor Dumbledore, and even He-Who-Must-Not-Be-Named Lord Voldemort, this captivating collection invites fans to unleash their inner witch or wizard, master magical games, and dive headfirst into the enchanting world of Hogwarts.

With **72 discs to collect** - including four special editions plus one rare - each piece of wizarding memorabilia is crafted from 100% FSC certified cardboard sourced from responsibly managed forests and is recyclable in household recycling bins at the end of your wizarding adventures.

The hotly anticipated range of discs are designed for hours of magical fun - whether you're mastering your dueling skills or building fantastical structures, there's four ways to play and something for every Harry Potter fan.

1. **Collect & Connect** (Enchanting Connections)- Stack, connect, and construct towers like a pro architect.
2. **Duelling Game** (Hogwarts Duel) - Use the points on your discs to out spell your opponents in wizard duels.
3. **Stack 'em & Whack 'em** (Keeper of the Gringotts Vault) – Stack your discs and then slam them down! Players keep the discs that land face up after each slam.
4. **Collect and trade** - Collect discs to score big for your favorite Hogwarts house.

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<sup>1</sup> Spend \$30 in one transaction at Coles in-store and online (after savings and discounts have been applied) and receive a Coles Magical 2 Disc Pack. \$30 spend excludes the purchase of Coles Insurance products, Coles Express, DoorDash, UberEats, Menulog, iTunes cards, gift cards, mobile phone and mobile phone plans, recharge, Opal top up, calling cards, charity products, liquor, tobacco, tobacco related product purchases, subscriptions, and delivery fees. A maximum of 20 Coles Magical 2 Disc Packs per qualifying transaction applies for Coles Online and App. Offer ends 11 March 2025. While stocks last. For full terms and conditions visit [coles.com.au/magicaldiscs-terms](https://coles.com.au/magicaldiscs-terms). All characters and elements © & ™ Warner Bros. Entertainment Inc. WB SHIELD: ™ WBEI. Publishing Rights © JKR. (s25)

Alongside the magical collectables program, Coles is helping to educate and encourage kids to enjoy the recommended daily serves of fresh fruit and vegetables through the **Hogwarts Fresh Food Challenge**, where families can race to earn 100 points for their chosen Hogwarts house.

According to a recent poll, more than two-thirds of families with children under six find fresh food challenges helpful in encouraging their kids to eat more fruit and vegetables.<sup>2</sup>

Participants will earn points by eating a variety of fresh fruits and vegetables, each with its own point value — super sweet and hydrating icy watermelon will earn one point and crisp cool and crunchy cucumber two points.

The House that earns the most points by the end of the challenge will win the coveted House Cup. As the *Trolley Witch* might say, "Anything from the trolley, dear?" — except this time, it's all about eating more fresh fruits and vegetables to fuel your magical journey

Coles Chief Customer Officer Amanda McVay said Coles was thrilled to bring the magic of Harry Potter back to the aisles, to provide customers with entertainment and food education as part of their grocery shop.

"We're thrilled to offer our customers a truly spellbinding experience with our *Magical Disc* collection. It's a perfect mix of fun and collectability, bringing the magic of Harry Potter into everyday life and whether you're a Gryffindor, Slytherin, Hufflepuff, or Ravenclaw, there's something for everyone to enjoy," she said.

"ABS data tells us that only 5 per cent of Australian adults and children meet the daily recommended serves of both fruit and vegetables.<sup>3</sup>

"The Hogwarts Fresh Food challenge is all about casting a spell on eating more fresh fruit and vegetables and inspiring kids to enjoy their two and five serves in a fun way. Whether it's Vitamin C-rich strawberries or folate-filled corn, we're helping families discover the magic of fruit and vegetables.

"This is an opportunity for longtime and new fans of the Harry Potter franchise to come together, relive the magic of the films, and even engage in a little friendly competition. We can't wait to see who will complete their collection first — or who will duel their way to the top."

Andrew Bromell, Vice President, Warner Bros. Discovery Global Consumer Products ANZ said "We are so excited to be bringing the Harry Potter franchise back to Coles. We are always looking for new ways to bring the world of Harry Potter to our fans in Australia and what better way to do that than go into the aisles of Coles with the Magical Discs and Hogwarts Fresh Food Challenge where the whole family can enjoy the magic."

Shoppers will also have the chance to grow their collection faster by earning a bonus 2 Disc pack of Harry Potter-themed discs. To qualify, they need to spend \$30 and purchase any product from a selection of more than 800 products across 14 participating brands including John West, Nutri Grain, Swiss, Bref, Cold Power, Tamar Valley, Mortein, Praise, Wonder, Finish, Garnier, Perfect Italiano, Coles Simply and Nescafe.<sup>4</sup>

In addition to the discs, fans can discover a range of magical merchandise to enhance their collection including the **Collectors Album**, fully kerbside recyclable and designed to hold 72 discs, and for those looking to take their gameplay to the next level, a special Gringotts Galleon Holder is available, perfect for stacking and whacking your discs in style.

For more information on the Coles Hogwarts Fresh Food Challenge and to download the FREE poster, [click here](#)

### About The Harry Potter Franchise:

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<sup>2</sup> Source: Coles Circle, 15-Oct to 20-Oct-2024, n= 558, Households with children

<sup>3</sup> Source: ABS, National Health Survey, 2022, ~13,100

<sup>4</sup> A maximum limit of one Bonus Coles Magical 2 Disc Pack per participating brand or product range, per transaction applies.

From the moment eleven-year-old Harry Potter met Rubeus Hagrid, Keeper of Keys and Grounds at Hogwarts School of Witchcraft and Wizardry, his adventures have left an indelible mark on popular culture. Today, over 25 years later, the Harry Potter phenomenon thrives as one of the most successful and best-loved entertainment properties in history.

J.K. Rowling's best-selling Harry Potter novels have been brought to life in an ever-evolving, interconnected universe which is loved by millions of fans worldwide. Eight blockbuster *Harry Potter* films and three epic *Fantastic Beasts* films bring the spellbinding action to life on screen, *Harry Potter and the Cursed Child* mesmerizes on stage, and state-of-the-art video and mobile games from Portkey Games allow players to experience the wizarding world like never before. Fans can proudly showcase their passion through innovative consumer products, and thrill at spectacular location-based experiences - including five theme park lands at Universal Studios locations around the world.

This expanding portfolio of Warner Bros. Discovery-owned Harry Potter and Fantastic Beasts offerings includes ground-breaking touring experiences and events, each developed to celebrate special moments and locations that fans cherish, as well as the Platform 9 3/4 retail shops and iconic flagship store - Harry Potter New York. Wizards, Witches and Muggles alike can also discover something new as they explore behind-the-scenes secrets at *Warner Bros. Studio Tour London – The Making of Harry Potter* and *Warner Bros. Studio Tour Tokyo – The Making of Harry Potter*.

With a new HBO Original TV series based on the Harry Potter books on the way, this extended world continues to provide the community with fresh and exciting ways to interact. For its global fans, and for generations to come, it invites everyone in to find the magic for themselves.

For the latest Harry Potter and Fantastic Beasts news and features, visit [www.harrypotter.com](http://www.harrypotter.com)

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**About Warner Bros. Discovery Global Consumer Products:**

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery's Revenue & Strategy division, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

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