

Media Release

Tuesday 23 July 2024

COLES KICKS OFF 'WINTER OF SPORTS' GIVEAWAY WITH MORE THAN 100,000 CUSTOMERS HAVING THE CHANCE TO INSTANTLY WIN MONEY OFF THEIR IN-STORE SHOP

- Customers can score big with a year's worth of groceries valued at \$13,500 on offer every day for seven weeks
- Instant money off at the checkout in-store and sports fan packs available to win via the daily prize draw

Coles is giving customers a chance to score at the checkout with its first-ever 'Winter of Sports' giveaway, offering more than \$4.1 million in prizes up for grabs, including 15,000 lucky customers to win instant money off their in store shop every week and a daily giveaway of a year's worth of groceries and a sports fan pack.

From tomorrow until Tuesday 10 September, shoppers who spend \$20 or more in-store and scan their registered Flybuys will find out if they've scored an instant win at the checkout¹, helping them save on their grocery shop with prizes including:

- 6,000 x '\$10 Off Coles shop' prizes per week
- 4,500 x '\$20 Off Coles shop' prizes per week
- 3,000 x '\$50 Off Coles shop' prizes per week
- 1,500 x '\$100 Off Coles shop' prizes per week

With 105,000 instant-win prizes up for the taking, lucky customers will have the option to apply the saving immediately or store it on their Flybuys account for future in-store shops up until Saturday 9 November.

By scanning or entering their registered Flybuys when they spend \$20 or more in one transaction in-store or online, customers will also earn a gold-winning entry into the daily prize draw of a year's worth of groceries valued at \$13,500, with a \$60 spend earning three entries and increasing the odds of hitting the jackpot.²

The daily prizes don't stop there with an all-star sports fan pack worth \$7,300 up for grabs every day, including a television and sound bar, BBQ, bar fridge, pizza oven, air fryer, coffee machine, a Kayo Basic 12-month subscription, a \$500 Coles Gift Card and 10,000 Flybuys points.

¹ Instant win: Spend \$20 in one transaction in-store only at Coles (after savings and discounts have been applied) and scan your Flybuys. All instant win prize winners will be notified instantly on their shopping docket or on screen upon winning a prize. Instant win prize money can be used instore only and available to use until 9/11/24. Limit of one instant win prize per day per Flybuys account. \$20 spend excludes Coles Express, Coles for business customers, iTunes cards, gift cards, mobile phone and mobile phone plans, recharge, Opal top up, calling cards, charity products, tobacco and tobacco related product. For full terms & conditions visit coles.com.au/winter-of-sports-terms

² Daily Prize Draw: To receive an automatic entry into the competition, entrants must spend \$20 or more in-store or online in one transaction (after savings and discounts have been applied) and scan their Flybuys during the competition period. Limit of one Bonus entry applies per brand, per transaction. A limit of one bonus entry per nominated Coles participating product type also applies. \$20 spend excludes the purchase of Coles Insurance products, Coles Express, Coles Best Buy Online Exclusive, Coles Online business customers, DoorDash, UberEats, iTunes cards, gift cards, mobile phone and mobile phone plans, recharge, Opal top up, calling cards, charity products, liquor, tobacco and tobacco related product purchases, subscriptions, and any delivery charges. A Year's Worth of Groceries valued at \$13,500 AUD per winner, and Sports Fan Pack valued at \$7,300 AUD per winner. For full terms & conditions visit coles.com.au/winter-of-sports-terms

Coles Chief Customer Officer Amanda McVay said the Winter of Sports giveaway underscores Coles' commitment to providing value and rewarding customer loyalty by giving shoppers a chance to win big.

"At Coles, we're always looking for ways to give back to our customers, and with our Winter of Sports giveaway, we're bringing some excitement to the shopping experience and providing an opportunity for our customers to score instant savings or win daily prizes," she said.

"It's our way of saying thank you for choosing Coles and we can't wait to see the excitement on our customers' faces when they win big."

Customers can receive a bonus entry for the daily prizes with the purchase of over 1,500 products from participating brands including Finish, Head & Shoulders, Fancy Feast, and Darrell Lea as well as selected Coles products including Coles Made Easy, Coles Kitchen, Coles Stone Baked by Laurent breads, bananas, oranges, mushrooms and Coles brand seafood from the meat department.³

For seven weeks customers can join in the action at their nearest Coles store or on Coles online, with the Winter of Sports giveaway kicking off on Wednesday 24 June and wrapping up on Tuesday 10 September. For more information visit [coles.com.au/winter-of-sports](https://www.coles.com.au/winter-of-sports)

-ends-

For media enquiries, please contact

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

³ Entrants will receive a bonus entry into the daily prize draw if their Qualifying Purchase includes one or more products from a participating brand or product range, and any nominated Coles fresh products. Full list of participating products and participating brands are listed instore and online at www.coles.com.au/winter-of-sports. Multiple bonus entries are permitted eg. purchase 2 different participating products in one transaction and receive 2 bonus entries into the draw. A limit of one bonus entry per participating brand per transaction applies. A limit of one bonus entry per nominated Coles fresh produce product per transaction applies. Please see below participating Brand or Product Ranges