

Media Release

THURSDAY 26 DECEMBER 2024

COLES' HOT CROSS BUNS RETURN WITH A SWEET MISSION

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The season of giving continues this December as Coles' award-winning hot cross buns hit shelves today, with 20 cents from every six and nine pack of Coles brand hot cross buns sold donated to Redkite in a delicious mission to make a difference and help support families facing childhood cancer.¹

Whether you're a fruit traditionalist, an apple and cinnamon devotee, a choc fanatic, or prefer fruit-free, Coles' popular hot cross buns are back for \$4.50 a pack or two packs for \$7, ready to sweeten the season and make an impact where it counts with a 20 cent donation to Redkite from today until Wednesday 1 January 2025.

Coles General Manager Commercial, Bakery, Dairy & Frozen, Brad Gorman said he was excited to see the beloved hot cross buns back on shelves, making it easy for customers to enjoy a sweet treat and give back to families in difficult times.

"We're incredibly proud of our 11-year partnership with Redkite, through which we've supported more than 8,500 families dealing with some of life's toughest challenges," he said

"We're turning a delicious treat into a powerful way to make a difference, helping to fund vital services for children and their families."

12-year-old Zoe's cancer journey began at just two years old when a fast-growing tumour was discovered behind her left eye, turning life upside down for her family. From treatments, surgeries and years of follow-up care, Zoe's resilience has been matched by the unwavering support of Redkite.

Zoe's mum Susannah shared how Redkite's support has been a lifeline for their family during Zoe's ongoing cancer journey.

"When your child is diagnosed with cancer, your whole world changes overnight. Redkite has been there every step of the way and it's that kind of support you need when everything feels so overwhelming," she said.

"The help we've received allowed us to focus on Zoe and be there for her through everything. Knowing that Coles and its customers are supporting families like ours means so much – it's a reminder we aren't facing this alone."

¹ Canstar Blue 2023 and 2024 Most Satisfied Customers Supermarket Hot Cross Buns

Through emotional, financial and practical support, Redkite has been a lifeline for Zoe's family, helping them navigate childhood cancer and focus on what matters most — being together.

Since 2013, the incredible generosity of Coles customers and team members has raised more than \$54 million, helping thousands of families, face cancer with strength and resilience.

Redkite Chief Executive Officer Monique Keighery said the long-standing partnership with Coles was instrumental in providing much-needed support to families like Zoe's during the cancer journey.

"For over a decade, Coles has been a loyal and generous partner, helping us to ensure families facing the realities of childhood cancer have access to the support they need during what can be the toughest time of their lives," she said.

"Coles hot cross buns have become an eagerly anticipated December tradition, with the donation per pack playing a crucial role in funding our national family support services. This translates to counselling for children and families, financial assistance for everyday necessities like groceries and fuel, and guidance to help families navigate the unimaginable world of childhood cancer."

Coles' range of hot cross buns hit the shelves across the country today, offering a mouthwatering mix of customer favourites.

For those craving an authentic Aussie twist, the iconic Vegemite and Cheese, and delicious Arnott's Iced Vovo Inspired hot cross buns are back and the special edition packs are priced at \$5.50 the perfect way to add a uniquely Australian flavour to your spread.

COLES BRAND HOT CROSS BUNS — 20 CENTS FROM EACH SALE DONATED TO REDKITE FROM 26 DECEMBER 2024 UNTIL 1 JANUARY 2025:

Product	Price
Coles Traditional Fruit Hot Cross Buns 6pk	\$4.50 each or 2 for \$7 multi-buy
Coles Choc Chip Hot Cross Buns 6pk	\$4.50 each or 2 for \$7 multi-buy
Coles Apple and Cinnamon Hot Cross Buns 6pk	\$4.50 each or 2 for \$7 multi-buy
Coles Fruit Free Hot Cross Buns 6pk	\$4.50 each or 2 for \$7 multi-buy
Coles Traditional Mini Fruit Hot Cross Buns 9pk	\$4.50 each or 2 for \$7 multi-buy

ADDITIONAL COLES BRAND HOT CROSS BUNS AVAILABLE FROM 26 DECEMBER

Product	Price
Coles I'm Free From Fruit Hot Cross Buns 3pk	\$4.50 each
Coles I'm Free From Chocolate Hot Cross Buns 3pk	\$4.50 each
Coles Finest Luxurious Fruit Hot Cross Buns 4pk	\$5.50 each
Coles Vegemite and Cheese Hot Cross Buns 4pk	\$5.50 each
Coles Arnott's Iced Vovo Inspired Hot Cross Buns 4pk	\$5.50 each

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For media enquiries, please contact

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