coles

MEDIA RELEASE

Coles Christmas Facts

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- Coles research shows that the majority of Australians, 78 percent, plan ahead and get Christmas organised in the three months prior to the day. 16 percent start planning before then and only 6 percent of us leave everything to the last minute

- Our research shows that Australia still loves a traditional Christmas. Turkey, ham, Christmas pudding and Christmas cake are all huge sellers. Last Christmas Coles sold 380,000 fresh and cooked turkeys and 328 tonnes of fruit mince pies - that's 430 kilometres worth of pies!

- Research shows that 80 percent of Coles customers are likely to buy Coles branded products this year for Christmas entertaining, that's 20 percent more than last year and of those that did buy last year, 94 percent have said they would buy again

- The majority of Australians, 51 percent, prefer a mix of hot and cold food for their Christmas Day feasts, while 35 percent prefer an entirely hot meal and just 14 percent choose cold cuts

- Last year Coles sold over 8,700 kilometres of Christmas wrapping paper, that's more than the distance across Australia twice!

- Over the Christmas period last year, Coles sold 16.5 million individual candy canes, which, if laid end to end would stretch from Hobart to Brisbane!

~ENDS~

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