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Australian Supermarket First: No Added Hormone Beef

As of January 1st, 2011, **Coles Supermarkets** are set to create a food revolution by becoming the first Australian supermarket nationally to introduce **No Added Hormones Beef**.

All fresh beef in Coles locations, everywhere, will be nothing but **100% Australian beef** and HGP-free (**Hormone Growth Promotant**). The move will ensure that Coles customers' are getting a more tender, quality meat at **no added cost.**

Coles' commitment to delivering quality to its customers will be further supported with the release of a 20-page **Guide to Meat with Curtis Stone.** The helpful guide features advice on how to select, prepare and cook the very best meat and is available free at Coles stores nationally this January.

Renowned chef and Coles Ambassador **Curtis Stone** strongly supports these initiatives - *"I'm passionate about where and how food is sourced. The way meat is treated directly affects the quality, taste and tenderness,"*

"Beef with no added hormones is shown to be more tender and Coles will be the first national food retailer to sell only no added hormone beef."

"The Meat Standards Australia (MSA) grading system shows that meat quality is significantly better without the use of HGPs," he said.

Coles General Manager of meat, Allister Watson, said Coles worked cooperatively with its beef suppliers over the last 18 months to build a dedicated supply chain free of added hormones.

"*We've worked closely with our livestock suppliers to ensure our customers get the best quality fresh food possible*," Mr Watson said.

This announcement has been years in the planning at a cost to Coles reaching into the tens of millions of dollars. Mr Watson said a key outcome for Coles was that neither customers nor suppliers would be financially disadvantaged by the move to better quality meat.

"We've agreed with our suppliers that Coles will absorb any additional production costs that arise from moving to HGP-free beef and we'll ensure that Coles' on-shelf beef prices are not affected by this move"' he said.

This initiative is another example of Coles' commitment to providing the best quality meat at affordable prices.

Coles HGP-free beef range will be available in all Coles stores this January 2011.

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