coles

MEDIA RELEASE

COLES CELEBRATES 50 YEARS IN SA

50th birthday to be marked with a celebration of South Australian produce

04 November 2009

Coles South Australia turns 50 this year, and to mark the occasion, it's celebrating quality SA produce.

Coles' entry into the South Australian market was marked by the purchase of the Beilby's chain of supermarkets, which included just 17 stores, in 1959.

From humble beginnings, Coles now has 62 stores in South Australia and currently sources more than $250 million worth of fresh meat, fruit and vegetables, from hundreds of SA producers, hand-picked for their ability to deliver quality fresh produce.

Vito Borrello, Coles Zone General Manager said Coles is committed to ensuring South Australians can buy locally sourced fresh products and will continue to build its range.

"South Australians are particularly passionate about their state and all that it offers. Suppliers such as Beerenberg Jam, Nippy's Juice and Freshway Farms are some of South Australia's finest and we're proud they are some of our long standing local suppliers," Mr Borrello said.

Danielle Tsogas, Marketing and Communications Director for SA Great, a not-for-profit organisation, dedicated to inspiring South Australians to be proud of their state, congratulated Coles on reaching this milestone in South Australia.

"Coles' commitment to the people of South Australia and the State as a whole is undeniable. Coles continues to create hundreds of jobs for the local community and is a significant contributor to the State's economy. I would also like to thank Coles for all their support of our organisation and all associated programs as a proud SA Great Foundation member," Ms Tsogas said.

Tony Spano, manager of Freshway Farms, said his family-owned farm on the northern Adelaide plains had developed a strong partnership with Coles over many years.

"The company's relationship with Coles spans more than 25 years and has developed strongly. The support Coles has given us as produces and packers has enabled Freshway Farms to go forward with confidence," he said.

Russell Heyzer, Beerenberg Jam National Sales Manager said that Coles' support of local product had been impressive during their 15 year relationship.

"We've been particularly impressed by Coles' support of smaller South Australian companies, it's been fantastic for the local economy," Mr Heyzer said.

Coles stores state-wide will be celebrating the 50th birthday with a series of price cuts across their South Australian product range 5 – 11 November.

Coles currently employs more than 6,900 South Australians, paying more than $175 million in wages annually.

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