coles

MEDIA RELEASE

Tuesday 8th March 2011

COLES CRUNCHES THE PRICE OF BREAKFAST CEREALS

Coles today cut the price of breakfast cereals, including some of Australia's favourite brands, in the latest round of our popular 'Down Down' campaign to reduce the price of products customers buy the most.

Cereals including Weet-Bix, Uncle Toby's, and Coles Brand are down in price by as much as 21%, making it easier for customers to enjoy the most important meal of the day.

Examples include:

- Sanitarium Weet-Bix 1.3kg: was $5.72, now $5.00 saving $0.72 (13%)
- Uncle Toby's Plus Cereal (four varieties) 420g-460g: was $4.48, now $4.00 saving $0.48 (11%)
- Coles Brand Cornflakes 800g: was $3.79, now $3.00 saving $0.79 (21%)

Announcing the latest price cuts Coles Merchandise Director John Durkan said: "Breakfast is said to be the most important meal of the day and for most of us that means a bowl of cereal before we head out of the door in the morning. By reducing the price of some of Australia's favourite cereals Coles is making it more affordable for everybody to enjoy a balanced breakfast.

"It's all part of our 'Down Down' campaign to reduce the price of the products customers buy most. With more than 5000 prices cut over the last 12 months Coles has already saved Australians more than $1billion off the cost of groceries."

Price cuts effective in store from Tuesday 8th March 2011. Prices quoted above apply to all States.

Other price cuts announced today are:

Coles Cornflakes 500g: was $2.50, now $2.00 saving $0.50 (20%)
Coles Right Start 560g: was $4.99, now $4.50 saving $0.49 (10%)
Coles Right Start Fibre & Fruit 600g: was $4.99, now $4.00 saving $0.99 (20%)
Uncle Toby's Vita Brits 1kg: was $4.99, now $4.50 saving $0.49 (10%)
Uncle Toby's Vita Brits 375g: was $2.69, now $2.50 saving $0.19 (7%)*
Uncle Toby's Oat Brits 1kg: was $5.99, now $5.50 saving $0.49 (8%)

*Except for SA where product was and remains $2.49.

For further information please contact Jon Church at Coles on 0419 748653