coles

MEDIA RELEASE

Saturday 23 July 2011

Coles offers its customers higher quality ice-cream at Down Down prices

The price of Coles' award-winning Australian-made ice-cream has been cut by up to 48 percent and the former entry level ice-confectionary brand SmartBuy has been withdrawn from sale.

From today, a two litre tub of Coles brand vanilla ice-cream will be cut by 48 percent a tub from $4.19 to $2.19 and a four litre tub of Coles brand vanilla ice-cream will be cut by 42 percent from $7.44 to $4.29 a tub.*

Merchandise Director, John Durkan, said the move by Coles to transform its private label ice-cream range was part of the supermarket's "Quality food costs less" strategy to help Australian consumers.

"We are fully funding the lower retail prices of our higher quality Coles brand ice-cream and replacing the SmartBuy brand so that Australian consumers can have better quality products at lower prices," he said.

"Everyone should have the opportunity to indulge themselves a little each week and Coles is determined that our customers should not have to pay more for the privilege of higher quality ice-cream."

Mr Durkan said Coles had recently retendered its ice-cream contracts to ensure a better regional spread of production amongst local Australian dairy products manufacturers.

"Under the new contract arrangements, we will source Coles brand ice-cream from three regional Australian manufacturing companies including Norco in New South Wales and Dairy Bell and Bulla in Victoria.

"Norco, which has already won awards for private label products supplied to Coles, will get additional volume contracts worth approximately two million litres a year.

"Dairy Bell will also produce Coles brand vanilla ice-cream in Victoria and Bulla will continue to supply a range of ice-cream products including Coles brand Neopolitan ice-cream and ice cream cones from its Colac factory in Victoria."

Footnote: * Coles' brand ice-cream products are priced on a nationally uniform basis.