

Thursday 29th September 2011

COLES CHOPS MEAT PRICES!

Australia's favourite meats go 'Down Down' in time for bbq season

Coles today cut prices by as much as 28 per cent on a range of popular meat products from sausages and mince to steaks and chops. The move will provide some welcome relief for many Australians contemplating an uncertain spring in the face of rising household bills.

The price cuts, which are fully funded by Coles, will help Australian families enjoy a sizzling spring and summer bbq without burning a hole in their wallet.

Because we all buy meat, Coles has lowered prices on some of the most popular cuts from today, including:

- Coles Brand Beef Mince 3 star (per kilo) was \$7.90 now \$6.00 save \$1.90 (24%)
- Coles Brand Thin BBQ Beef Sausages (1.7kg pack) was \$8.50* now \$7.00 save \$1.50 (18%)
- Coles Brand Lamb Forequarter Chops (per kilo) was \$12.00 now \$10.00 save \$2.00 (17%)

Coles Merchandise Director, John Durkan, said: "Even with more than 6000 prices lowered since we launched the Down Down campaign last year we know that many families are still facing tough times. So we have decided to point the big red Down Down hand at one of the great Aussie staples - meat – and save our customers even more money where it matters most.

"With all our fresh meat being 100 per cent Australian, our beef with no added hormones and our sausages gluten-free, there is no compromising on the quality. We really believe Australian families deserve quality meat that costs them less"

Mr Durkan moved to reassure that the price cuts are fully funded by Coles and will not impact its Australian farmers: "Like our customers, we care about Australian farmers and are committed to working with them to bring our customers the very best Australian meat and produce.

“By investing in lower prices we hope to ensure that every Australian family can afford to continue serving up the very best Australian meat. In fact with lower prices and great quality many customers will buy even more meat which is good news for Australian farmers.”

Other meat cuts down in price from today include:

- Coles Brand Lamb Loin Chops (per kilo) was \$25.00 now \$18.00 save \$7.00 (28%)
- Coles Brand Beef Rump Steak (per kilo) was \$19.00 now \$14.00 save \$5.00 (26%)
- Coles Brand Pork Loin Chops (per kilo) was \$18.00 now \$13.00 save \$5.00 (28%)
- Coles Brand Pork Leg Roast Bone In (per kilo) was \$9.50 now \$7.00 save \$2.50 (26%)
- Coles Brand Beef Casserole Chuck Steak (per kilo) was \$9.00 now \$8.00 save \$1.00 (11%)
- Coles Brand Beef Corned Silverside (per kilo) was \$6.98 now \$6.00 save \$0.98 (14%)

Coles has now lowered the price of more than 6000 products since the launch of its Down Down campaign in 2010. By focusing on the products customers buy most such as milk, bread, fresh chicken, cheese and now meat Coles is able to reduce the cost of shopping for millions of Australian households.

ENDS

The latest Down Down reductions on meat are effective in stores from Thursday 29th September 2011.

*WA price was \$8.95 now \$7.00 save \$1.95 (22 %).

For further information please contact:

Consumer media – Jon Church - 03 9829 4008 jon.church@coles.com.au

Business/agricultural media – Jim Cooper - 03 9829 4354 jim.cooper@coles.com.au