

Wednesday 16th November 2011

COLES DECLARES WAR ON LIQUOR PRICES **-1ST Choice cuts prices on beers, wines and spirits in time for Christmas** **-Down Down campaign extends to Liquorland stores**

Coles today delivered an early Christmas present for customers as it cut prices by as much as 31% on a range of beers, wines and spirits in its 1st Choice and Liquorland stores.

1st Choice Liquor has declared war on liquor prices in a major new price campaign which will see prices fall on dozens of well known brands and exclusive labels. Savings include:

- Stoneleigh Marlborough Sauvignon Blanc was \$14.40 now \$9.90 save \$4.50 (31%)*
- Wirra Wirra Church Block McLaren Vale Cabernet Shiraz Merlot was \$17.10 now \$12.70 save \$4.40 (25%)**
- 24 X 335ml bottles of Corona lager was \$50.00 now \$42.00 save \$8.00 (16%)
- 24 X 375ml bottles of James Boag's Premium Lager was \$49 now \$38 save \$11 (22%)
- Chivas Regal 12 y/old Scotch Whiskey 700ml was \$49.00 now \$38.00 save \$11.00 (22%)

Customers can clearly see the savings on offer and take advantage of a range of 'bundle buys' and other multi buy deals enabling them to stock up for even better value. A new 'Like this? Try this' offer will also introduce customers to new products and varieties.

The liquor price cuts will also see the popular Coles Down Down big red hand appearing in Liquorland for the first time with prices down and staying down on a range of beers and wines including:

- 24 X 330ml bottles of Broo Premium Australian Lager was \$48.00 now \$42.00 save \$6.00 (12.5%)
- 24 X 355ml bottles of Pure Blonde was \$48.00 now \$44.00 save \$4.00 (8%)
- 24 X 330ml bottles of Maxx Dry was \$36.00 now \$33.00 save \$3.00 (8%)
- Brookland Valley Verse 1 Cabernet Merlot, Chardonnay, Shiraz or Semillon Sauvignon Blanc 750ml was \$18.00 now \$16.00 save \$2.00 (11%) – or buy any two bottles for \$25.00
- Evans & Tate Classic Crisp Chardonnay, Classic Pink Moscato, Classic Red or Margaret River Classic Dry White 750ml was \$19.00 now \$15.00 save \$4.00 (21%) – or buy any two bottles for \$25.00.

- The NED Pinot Gris or Sauvignon Blanc was \$19.00 now \$16.00 save \$3.00 (15%) – or buy any two bottles for \$26.00.
- Rock Paper Scissors Classic Dry White, Dolce, Moscato, Pink Moscato, Rose, Sauvignon Blanc or Sparkling Brut Cuvee 750ml was \$10.00 now \$8.00 save \$2.00 (20%)
- Two Churches Barossa Cabernet or Barossa Shiraz was \$17.00 now \$15.00 save \$2.00 (11%) - or buy two bottles for \$25.
- Oomoo McLaren Vale Shiraz was \$18.00 now \$15.00 save \$3.00 (17%) – or buy two bottles for \$25.

Coles General Manager for Liquor Tony Leon said: “Christmas is a special time of year when we know families and friends want to get together to celebrate and have some fun in the sunshine often with a cold beer or a glass of wine around the bbq. But we know many Australian households will be worrying about the cost of Christmas this year and so we want to help them celebrate without worrying too much about the financial hangover.

“The range of great quality wines, beers and spirits available at 1st Choice and Liquorland means whatever the budget and whatever the occasion there is something for everyone to enjoy this Christmas.”

In line with our responsible approach to the sale and enjoyment of alcohol the new liquor price campaign will not be available in Northern Territory or the North West region of Western Australia.

* Price for a 6 bottle buy. Single bottle price is \$11.00.

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For further information please contact Jon Church, Head of Communications on 0419 748653.