

Monday 30th January 2012

COLES FRUIT AND VEG PRICES – SLICED, DICED AND CHOPPED! **-NEW CAMPAIGN TO PROMOTE QUALITY FRESH PRODUCE**

Coles quality fresh fruit and vegetables are about to get a lot more affordable thanks to a new Coles campaign which will see prices cut on at least a dozen popular fruit and vegetables every week.

Customers will also see just how quickly Coles gets fresh products into stores to ensure quality and freshness.

The new weekly deals will double the number of Super Specials in Coles stores and offer customers across Australia market leading prices on quality fresh fruit and vegetables including*:

Truss Tomatoes **\$1.70** 500g pack
Asian Vegetables **\$1.00** per bunch
Sundowner Apples **\$1.95** per kilo
Cauliflower **\$1.72** each
Perino Snacking Tomatoes **\$3.00** 200g pack
Carrots **\$0.94** 1kg pack
Limes **6 for \$2.00 (\$0.33 each)**
Red Seedless Grapes **\$2.65** per kilo
Peaches **\$2.96** per kilo
Sweet Potato **\$1.98** 1kg bag
Rockmelon (large) **\$1.50** each

As well as savings for customers, Coles' new 'freshness' campaign is also good news for Australian growers who have produced a bumper crop thanks to ideal growing conditions around the country. By offering customers low prices on fruit and vegetables Coles expects to increase sales, providing a more certain market for Australian growers who with such an abundance of product may otherwise end up having to leave some crops in the fields.

The new campaign launched today also highlights Coles commitment to quality and features a TV ad with Curtis Stone and Coles growers demonstrating how quickly Coles gets product from paddock to store – often in less than 24 hours –without freezing or thawing it.

Coles General Manager for Fresh Produce, Greg Davis said: "Quality fresh produce is the most important part of our offer to customers. They rightly expect the very best quality but price is an increasingly important factor for many when choosing what to buy and where to buy it. We have worked closely with our growers to transform our fresh fruit and vegetables offer, investing in new growing techniques, quality control, in store displays and lower prices for customers. I am confident that the result for customers which we are unveiling today is the best quality, best value and freshest fruit and vegetables in Australia.

“I’m also proud of the fact that over 96 per cent of Coles’ fresh fruit and vegetables are Australian grown. We always source at home whenever we can and only look further afield when we can’t buy sufficient quantities of quality Australian product. And we try to be even more local by sourcing and selling locally grown produce within States wherever possible.

“With quality produce which we never freeze or thaw in our warehouses or stores and at hard to beat prices there really is no freshness like Coles freshness!”

Local growers from each State feature in the new Coles campaign.

ENDS

Note for Editors:

*Prices listed are for Victoria. Products and prices vary by State so that Coles can offer customers locally grown products where possible.

Super Specials will change every Friday. Products are subject to availability.

For further information or interviews please contact Jon Church on 03 9829 4008.