

Wednesday 1st February

COLES CUTS FRUIT AND VEG PRICES AGAIN!!

Coles continues to take the lead on lowering the price of fresh fruit and vegetables by today making further price cuts on selected products. The move means that our customers can continue to enjoy the best possible fresh food deals despite attempts by competitors to beat our new fresh Super Special discounts, launched in store yesterday.

Coles is offering the same lower price across the State* for these selected fruit and vegetables so all customers can be sure that Coles is THE supermarket for great value, top quality fresh fruit and vegetables.

The further price cuts to our weekly fresh fruit and vegetable Super Specials announced today include*:

Carrots **\$0.79** 1kg pack
Red Seedless Grapes **\$2.28** per kilo
Peaches **\$1.88** per kilo
Sweet Potato **\$1.75** 1kg bag
Rockmelon (large) **\$0.88** each

Coles already has the lowest prices on many other popular fruit and vegetables as part of our new Super specials campaign, including:*

Asian Vegetables **\$1.00** per bunch
Sundowner Apples **\$1.95** per kilo
Cauliflower **\$1.72** each
Limes **6 for \$2.00 (\$0.33 each)**

We will continue to provide customers with the best value, best quality fresh fruit and vegetables in Australia and so will reduce these prices again if necessary.

Coles General Manager for Fresh Produce Greg Davis said: “We are delighted with the reaction from customers to our new fresh Super Specials. We have also heard from many growers who support our call for customers to buy more fresh fruit and vegetables to help them shift the huge volumes of top quality Australian fruit and vegetables currently available.

“It’s good to see Woolworths eventually follow our lead in bringing prices down – even if it is only for two days! However customers will be concerned that Woolworths has abandoned a key customer promise – their much trumpeted Fixed Price Guarantee - in order to do this. We know customers want certainty around the price they can expect to pay which is why we are committed to offering them 12 fruit and vegetables at Super Special prices every week. Unlike our competitor customers can trust Coles to deliver quality fresh food which really does cost less.”

MEDIA RELEASE

Coles flatly rejects claims that our initiative is misleading or causing lower farm gate returns. We are acting responsibly and fairly and our farmer suppliers are pleased with what Coles is doing. We cannot be held responsible for issues faced by other suppliers who deal with other retailers.

Local Victorian grower John Said of Fresh Select farms based in South Werribee features in the new Coles' campaign. John has been growing a range of quality salad and vegetables for Coles, including currently in season iceberg lettuce, for more than 15 years. For other grower case studies please contact Coles on the number below.

ENDS

Note for Editors:

Coles announced our 'there's no freshness like Coles freshness' campaign on Monday 30th January. The campaign includes 12 new super special deals on fresh fruit and vegetables every week and highlights the speed with which Coles gets fresh produce from our grower's farms to stores – often in less than 24 hours.

Woolworths today responded by reducing prices on a limited number of the 12 products included in the Coles campaign (see Woolworths media release of Wednesday 1st February). The small print in Woolworths' advertising suggests these prices are only effective for two days.

Coles weekly Super Specials vary by State so that Coles can offer customers locally grown products where possible. The specials change every Friday. Products are subject to availability.

*Products and prices listed are for Victoria. Please contact Coles for details of other States.

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