

Australia's Coles and SecondBite unite for food relief

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Coles launched its annual appeal for national food rescue charity SecondBite to help feed Aussies doing it tough this winter.

The Coles SecondBite Winter Appeal starts as new SecondBite research conducted by YouGov reveals that just over three quarters (76 per cent) of Australians struggle more financially in winter, most commonly due to high electricity or energy bills (57 per cent) with those living in South Australia, Victoria and NSW struggling the most.

Until Tuesday 30 July, customers can help support SecondBite in more than 1,800 supermarkets and Coles Liquor stores nationally by purchasing a \$2 donation card at a Coles supermarket or by donating at any Vintage Cellars, Liquorland or First Choice Liquor Market store. Donations can also be made via Coles Online.

There are also more ways than ever to support SecondBite at Coles this winter with well-loved brands Chobani, Mount Franklin, Nando's and the Natural Chip Co. also joining the cause, with a portion of sales from selected products sold in all Coles supermarkets or on Coles Online going towards the appeal.

All funds raised by Coles, its customers and suppliers will enable SecondBite to deliver unsold, edible fruit, vegetables, bread, and other grocery staples to more than 1,000 charities and community partners across Australia who provide food relief through cooked meals, food hampers and community pantries.