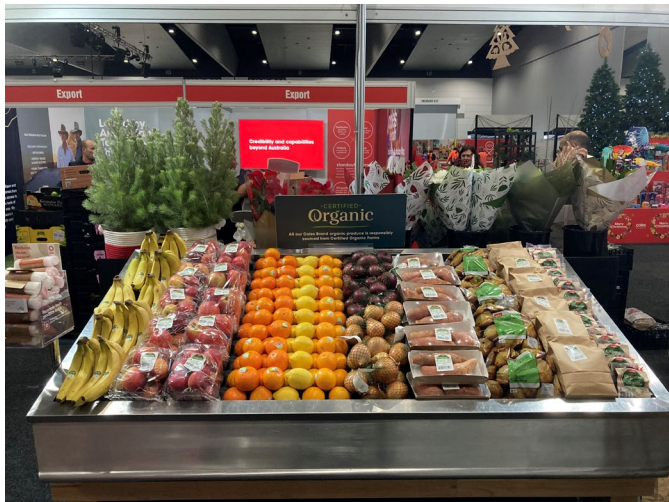




Retailer of the Year | Coles Supermarkets



Coles has been recognised for its national organic transformation with the title of Retailer of the Year at the 2022 Australian Organic Industry Awards, hosted by peak industry body Australian Organic Limited (AOL).

Over the last two years, Coles has increased its organic product range across an expanded footprint in all 820 stores, launched a new organic brand, on-boarded 10 new growers and launched an 'In Conversion' tier to support growers on their organic journey.

These changes were in response to a 44 per cent increase in demand for organic produce in their stores, with Coles serving an additional 2 million organic shoppers in 2022 compared to 2021.

Senior Category Manager for Soft Vegetables and Organics, Jane Taylor, said the award was recognition of the numerous people who have helped with the transformation.

“This is amazing acknowledgment of the time and energy that not only people within Coles have put in over the last two years, but additionally our partners and growers who have been enormously instrumental in supporting the Coles ambition within the organic industry,” Ms Taylor said.

“Coles has stepped up its involvement in the industry by speaking at the recent national conference, attending networking events and sitting on a horticulture advisory committee in order to be better immersed and more supportive of the industry.

“We have continued to inspire organic customers with increasing marketing and storytelling through our various channels. Further, we have reduced our packaging impact by an impressive 35 tonnes per year and have awarded \$789,000 to three organic growers through the Coles Nurture Fund.

“Consumers are now being driven by a desire to ensure that they are eating and shopping in a healthy and sustainable way that is reducing the environmental impact of their consumption.

“We’re committed to meeting those desires with a comprehensive organic offering.”

Read more about the Coles Organic range [here](#).