



Coles and U select bring Aussie breakfast treats to Hong Kong

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Breakfast-time in Hong Kong takes on an Australian flavour this month, with Coles and Hong Kong supermarket chain, U select, joining forces to deliver hundreds of bakery, snack and cereal products to time-and-taste conscious consumers.

The export deal will see more than 500 predominantly Australian made products on the shelves of 78 stores in Hong Kong, and was facilitated in part by the Australian Trade and Investment Commission (Austrade).

The deal means more Australian farmers and agri-food and beverage producers will have the opportunity to supply their goods to one of the most dynamic markets in the world.

Australian Senior Trade and Investment Commissioner in Hong Kong, Ms Shannon Powell said she was delighted that Hong Kongers, and expats longing for a taste of home, will be able to sample Australian made bakery goods, cheese, butter, plant-based milks, coffee, muesli and oats to start their day.

“We are all taught from a young age that breakfast is the most important meal of the day and I am delighted to see Coles export some of its most popular breakfast and bakery items into Hong Kong, via U select,” Ms Powell said.

Austrade helps support Australia’s agribusiness export community - farmers, fishers, food and beverage producers – by providing up to the minute market analysis, insights, and introducing Australian products to international buyers.

“Australia is proud of its reputation for clean, green, safe and reliable agricultural produce and this deal is more evidence that the world sees us in the same way.”

A Coles spokesperson said the supermarket were proud to deliver the range into Hong Kong.

"Coles has been exporting high quality Australian food for over 20 years. Exporting to more than 30 countries, with a focus on Asia, Coles Own Brand products are predominantly Australian-made. Our mission is to inspire customers and deliver brands and products that we are proud of, and our customers recommend above all others.

"We are delighted to launch a number of these products for sale at U select in Hong Kong to showcase their amazing quality and to continue to drive growth in our Own Brand business globally."

The partnership was launched in Hong Kong on 26 May and products are available in U select stores right now. Some of the key Coles Own Brand products will include:

- **Coles Breakfast range** – including Coles Urban Coffee Culture, Coles Honey, Coles Muesli and Oats, and Coles Plant based milks
- **Coles snacking range** – including Coles Ultimate Biscuits, Coles I'm Free From Biscuits, Coles chips and nuts
- **Coles bakery range** – including bagels, croissants, hamburger buns, wraps and muffins
- **Coles chilled range** – including Coles cheeses, butter, Australian ham, Australian bacon and yoghurts

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