



MEDIA RELEASE

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Coles continues contract with Bundaberg Sugar

Bundaberg Sugar will continue to provide Coles Brand white, raw, icing, brown and caster sugar having successfully extended its contract with the major supermarket.

Bundaberg Sugar's Refinery Manager, Giuseppe Barazza said the contract will continue for another 14 months.

"This is great news for Bundaberg Sugar as it assists us to remain sustainable in a very competitive market.

"It's also good news for the Bundaberg region's economy as it continues to be an important part of our operations which in turn creates a strong infrastructure for the local sugar industry. It provides our workers with continued stability of employment opportunities and gives our growers the assurance of dealing with a stable and reliable company for the crushing of their cane," Mr Barazza said.

The contract also means Coles Brand sugar – with the exception of a 1kg pack of Coles Organic Raw sugar - will continue to be both locally and Australian grown and accredited as sustainably sourced thanks to Bundaberg Sugar's accreditation as Bonsucro certified. Bonsucro is a global non-profit industry group dedicated to reducing the environmental and social impacts of sugarcane production while recognising the need for economic viability.

"We initially achieved Bonsucro accreditation in January 2015 and were one of two sugar companies in Australia at that time to do so. Our accreditation has been successfully renewed each year since," Mr Barazza said.

Coles Merchandise Director Chris Nicholas said the extension of the contract was also great news for Coles customers.

"We are delighted to be extending our Coles Brand contract with such a great company which has operated in the Bundaberg region for more than 130 years. It means that our customers can continue to buy Coles private label sugar that is grown and packaged in Queensland," he said.

Bundaberg Sugar's National Sales Manager, Neil Warburton said the announcement of the contract extension is timely as Coles opens a new store at Kensington in Bundaberg this weekend.

"We congratulate Coles on the opening of their new store. This investment shows their commitment to Bundaberg and their confidence in our local region. The fact that Coles Brand sugar is Bundaberg grown is further testament of their support," Mr Warburton said.

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**For further information and a photo opportunity please contact Maria McMahon,
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