

Coles launches Australia's first veggie powder range

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Coles has teamed up with vegetable company Nutri V to launch a range of new and innovative vegetable powders that aim to reduce food waste and provide a convenient way for Australians to increase their vegetable intake.

In an Australian-first, the award-winning company reduces food waste by converting imperfect Aussie vegetables such as broccoli, pumpkin and cauliflower into a powder that can be added to meals such as smoothies, muffins, and pasta sauce.

Raquel Said, Nutri V Chief Executive Officer said the powder range was a great option for people looking to help achieve the recommended five servings of vegetables each day as well as address the pressing issue of food waste¹.

“Our powders are an excellent solution for busy people looking to increase their veggie intake and parents trying to sneak some extra veggies into their kids’ meals,” said Raquel.

“We’re also helping to reduce food waste by converting slightly imperfect veggies into a powder that is a source of dietary fibre, ready to use, has no mess or waste and can be added to almost any meal,” she added.

The powders are now available at all Coles stores in Victoria and will expand to other states later this year.

Brooke Donnelly, Coles General Manager of Sustainability said the powders are an ingenious solution to sneaking more veggies into your diet while providing a sustainable solution to the challenge of food waste at the farm. “