



Perino® Tomatoes Introduces Cardboard Packaging Innovation

Costa, Coles and Opal Join Forces to Trial Cardboard Packaging in Victoria

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In a bold move towards building a more sustainable future, Australia's leading fresh produce grower, Costa is partnering with Coles and Opal in a large-scale trial to transition packaging for Perino® tomatoes from rPET plastic to recyclable cardboard packaging, across Coles' Victorian stores.

This initiative underscores a shared commitment to reducing plastic packaging and supports Coles' circularity targets to increase packaging recyclability.

The new cardboard Costa Perino® packs, designed and manufactured by Opal and made from recycled paper, are being trialled to replace Costa's existing 80% rPET punnets. This change is designed to reduce the industry's reliance on plastic.

*"This trial marks a major milestone in Costa's packaging transformation journey," said **Manpreet Sidhu, Chief Operating Officer, Domestic Produce at Costa Group.** "Costa is proud to be taking meaningful action to meet APCO's national packaging targets, while recognising that consumers are increasingly demanding environmentally sustainable solutions."*

Now available in Coles' Victorian stores, the trial will provide valuable insights into packaging performance, product quality, consumer response, and supply chain integration. A successful outcome could pave the way for a national rollout, increasing the presence of cardboard packaging alternatives in the fresh produce industry.

Key benefits of the trial include:

- A significant reduction in plastic in Perino Tomato packaging
- Packaging made from recyclable cardboard
- Improved environmental footprint across the product lifecycle
- Stronger alignment with APCO National Packaging Targets



Quote attributable to Coles

“We know Perino® tomatoes are a household favourite for many of our customers, and this trial is a meaningful step in reducing plastic in our stores whilst ensuring our customers who love to eat Perino tomatoes can still enjoy them at the highest quality.”

Brooke Donnelly, General Manager Sustainability, Coles

Quote attributable to Opal

“Opal is excited to partner with Costa and Coles on this innovative Perino® tomato punnet trial. By applying our packaging expertise, we’ve delivered a recyclable cardboard solution that is lightweight yet robust to protect fresh produce through supply chains. The punnet maintains product freshness and quality, and it’s an example of a clever collaboration that reduces the use of plastic.”

David Pointer, General Manager – Corporate Business, Opal

With sustainability and innovation at its core, Costa is committed to reimagining packaging for a better future—leading the way in reducing Australia’s packaging waste and setting a powerful example for the industry.

About Costa Group

Costa is Australia’s leading grower, packer and marketer of fresh fruit and vegetables, operating across more than 7,200 planted hectares of farmland, 40 hectares of glasshouse facilities, and three main mushroom production facilities nationwide. With a commitment to sustainable farming and innovation, Costa supplies high-quality fresh produce to domestic and global markets, including glasshouse tomatoes, berries, mushrooms, citrus, table grapes, avocados and bananas. Costa is committed to growing the freshest produce to enrich people’s lives, leading the way in delivering food that is fresh, healthy and accessible.

About Perino®

Perino® is Costa’s premium snacking tomato brand, loved for its consistent quality, bold vibrant flavour and perfect bite-sized freshness. Grown in state-of-the-art glasshouse facilities and picked at peak ripeness, Perino® tomatoes have become a household favourite across Australia. Available exclusively at Coles nationally in three distinctive varieties, Red, Noir and Medley. Perino® tomatoes are the one and only choice for consumers seeking a sweeter, tastier and more sustainable grape tomato and snacking option.



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