coles

MEDIA RELEASE

COLES TO LAUNCH IN PARRAMATTA

New-look store offers shoppers more choice and great value

October 2010

Residents in Parramatta will soon be spoilt for choice with the opening of Coles Parramatta Entrada at 8am on Thursday, 28 October.

Shoppers will love the new store's range, quality and value, and the convenience of finding all their shopping needs under the one roof.

The new-look store will feature an in-store bakery, baking fresh daily, a Kosher range, Curry Pot for meals on the go and a specialty range of cheese at the in-store cheese shop.

Fresh fruit and vegetables will be displayed on ice, giving the store a market-place feel.

Store manager Shant Tatosian said the store will impress Parramatta shoppers.

"From a complete range of everyday staples, to a comprehensive selection of fresh fruit and vegetables, our new store will satisfy the needs of all shoppers.

"We've aimed to deliver exceptional value and a full range of quality products across the store so we think shoppers will love our new offering.

"Residents of the Entrada complex will have the added convenience of being able to pick up all their groceries without even having to leave the building," Shant said.

The opening of Coles Parramatta Entrada will bring more than 130 new jobs to the local area.

On Saturday, 30 October, Coles Parramatta Entrada will host a family fun day with face painting and cake decorating between 10am-2pm and food sampling all day.

Coles Parramatta Entrada is located at 20 Victoria Rd, and is open 6am-midnight, seven days a week.

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