coles

MEDIA RELEASE

COLES TO LAUNCH IN SORELL

New-look store offers shoppers more choice and great value

October 2010

Shoppers to the north-east of Hobart will soon be spoilt for choice with the opening of Coles Sorell Plaza at 9am on Thursday, 2 December.

The store will feature an extensive range of fresh food including locally sourced seafood, as well as an in-store butcher and baker, allowing shoppers to conveniently collect their fresh food and staples under the one roof.

Fresh fruit and vegetables will be presented with a market-place feel, with fresh produce displayed on ice and deli products sliced on demand.

Store manager Sarah Richardson said the store will impress Sorell shoppers and give them more choice of where they can shop in town.

“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,” Sarah said.

“Shoppers can take a trip down ‘value alley’ where they’re bound to find a bargain or pick up an authentic Indian meal ready to go from our Curry Pot.

“We’ve aimed to deliver exceptional value on quality products across the store so we think shoppers will love our new offering.

“We’re also supporting Tasmanian producers with a range of delicious and locally sourced fresh seafood, cheese, meat and fruit and vegetables available in-store.

To coincide with the Sorell Plaza store opening, Coles will be giving away $10,000 in Coles vouchers as prizes on radio station Heart FM.

The opening of Coles Sorell Plaza will bring more than 120 new jobs to the local area. The store has also committed to sponsoring the Sorell Eagles football club in season 2011.

Coles Sorell Plaza is located at the corner of Arthur Highway and Pelham Street, Sorell. The store will be open 7am-midnight, seven days a week.

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