

COLES DESTINATION STORE OPENS IN TAYLORS HILL

Coles MIX range comes to Taylors Hill plus more than 250 new jobs created

November, 2011

Melton Shire Mayor, Justin Mammarella will officially open the doors of the new Coles Taylors Hill store in Taylors Hill Village on Wednesday 16 November.

Spanning a massive 5,500 square metres, the new market-style Coles supermarket will lead the way with all the latest offerings including fresh food, fashion, Cookshop and electrical.

Coles Taylor Hill is one of 53 Coles stores across Australia to launch the MIX range which caters for every customer; from young mums and their families and working men and women looking for quality and stylish everyday fashion in a convenient location.

MIX pieces won't break the weekly shopping budget either with the majority of items priced under \$25. The range will be refreshed every two weeks throughout the season and five fitting rooms in-store will give shoppers the opportunity to try before they buy.

In addition to MIX, the Taylors Hill super-store will boast a new delicatessen showcasing a wide variety of specialty cheeses and seafood. An extended fresh produce section will display fruit and vegetables on ice for maximum freshness.

The Coles in-store open butcher, Brett Bartlett will prepare no added hormone beef just the way you like it, proving cuts of meat upon request. The team of 20 Coles bakers, led by Amanda Audino, will bake the fabulous range of bread daily in the new open bakery.

In addition, the Coles Curry Pot showcases a delicious range of ready-made curries and accompaniments for meals on the go, while the mini newsagent will offer all the latest in books, magazines and new release DVDs.

Store Manager Steven Corevski, who has been with Coles for more than 20 years, said he was looking forward to opening day activities, particularly the community BBQ with all money raised going to Mackillop Family Services.

"Opening day celebrations will kick off with a breakfast at 8:30am on Wednesday 16 November, followed by the official opening ceremony led by the Melton Shire Mayor at 8:50am," Steven said.

"We're really excited to be able to offer Taylors Hill residents a destination store where they will find the highest quality fresh produce and first class customer service," Steven continued.

"The super-store opening will create more than 250 new jobs for locals as well!" Steven said.

Coles is supported by 17 specialty stores in Taylors Hill village including Liquorland, Terry White Chemist, United Medical Centre, Taylors Hill Newsagency, Express Cuts, Ray's Patisserie and Art de Café. There are 330 car spaces in the complex.

Entertainment will follow opening day activities throughout the week and 500 show bags will be distributed to lucky customers on Wednesday 16th and Saturday 19th November. In addition, if you make a purchase at any of the participating specialty stores you will go in the running to win a share of \$5,000 worth of Coles Gift cards with \$500 to be won each day!

Coles Taylors Hill is located in Taylors Hill Village. The store is open 6am to Midnight, seven days.

For more information or to speak with a Coles representative, please contact:

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