coles

MEDIA RELEASE

NATIONAL FLAGSHIP SUPERMARKET TO OPEN IN TOORONGA

Coles Tooronga to offer top quality, choice, value and convenience

August 2010

Coles unveils its latest flagship store, featuring new concepts in supermarket retailing, with the opening of the much-anticipated Coles Tooronga at 9:00am on Thursday, 12 August.

GJ Coles family members, Donald Coles and Jan Barry will take part in a ribbon cutting ceremony with Coles Managing Director, Ian McLeod on Thursday morning.

MasterChef Australia winner, Adam Liaw, will visit the store on Saturday 14 August to meet shoppers and hold cooking demonstrations.

The 4000m sq store will offer top quality fresh food, local produce and an open store layout for a convenient shopping experience. The store replaces the original Coles Tooronga, which operated on the Toorak Rd site for four decades.

The store will bring 175 new jobs to the area. Coles Tooronga store manager, Todd Minton said the new team is excited to open the doors of the state-of-the-art supermarket.

"It offers an exciting new retail experience with in-store butchers and fishmongers, a market-style layout, traditional and self-checkouts, and convenience meal solutions including Curry Pot and Grab & Go providing customers with freshly made sandwiches, soups and salads.

"For delicious baked goods, customers will find it hard to go past the aroma from the in-store bakery, where breads, cakes and more are baked from scratch. We're also excited to provide fresh produce from Victorian suppliers.

"With the Coles Support Centre located in the area and the original store Tooronga store trading on this site since 1968, Coles is proud to be a long-time member of the local community and we plan to continue with this support," he said.

Coles Tooronga is supporting local groups, including Hawthorn Hockey Club, Glen Iris Junior Football Club and Auburn Kindergarten, through fundraising partnerships and providing products to assist them to continue providing valuable services to the community.

Nestled amongst a range of cafes, eateries and stylish shops in the area, Coles Tooronga will also offer a fantastic range of fresh premium meats and seafood, an impressive delicatessen and a large range of specialty and locally sourced gourmet cheeses to choose from.

Coles Tooronga is located at Stockland Tooronga shopping centre, corner of Toorak and Tooronga Roads, Glen Iris.

Coles Tooronga will be open 6am-midnight, seven days a week.

- SEE ATTACHED DOCUMENT FOR FULL ITINERARY OF OPENING CELEBRATIONS –

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COLES TOORONGA OPENING ACTIVITIES

Thursday, 12 August

Time	Event	Attendees of note
9:00am	**Official opening and ribbon cutting**	Ian McLeod – Coles MD Jan Barry – Daughter of G.J. Coles Donald Coles – Grandson of G.J Coles Councillor Coral Ross – Ward Councillor (Gardiner Ward)
9:30am	**Coles family store tour**	Ian McLeod – Coles MD Jan Barry – Daughter of G.J. Coles Donald Coles – Grandson of G.J Coles
9:00am - 2:00pm	Fruit costumes and product sampling	
10:00am - 4:00pm	Presentation kitchen – demonstrations and taste testing. Meal wine matches to be provided by 1st Choice Tooronga's fine wine manager	
11:00am - 3:00pm	Jazz band	

Saturday, 14 August

Time	Event	Attendees of note
10:00am - 2:00pm	Presentation kitchen – cooking with kids	
10:00am - 2:00pm	Kids' face painter	
11:00am - 3:00pm	Kids' clown	
12:00pm Mas	**terChef introduction and question time**	Adam Liaw – 2010 MasterChef winner
12:35pm	**Speeches from official party**	Ian McLeod – Coles MD The Hon. John Brumby – Premier of Victoria
12:50pm - 1:30pm	**MasterChef cooking demonstration**	Adam Liaw – 2010 MasterChef winner Ian McLeod – Coles MD The Hon. John Brumby – Premier of Victoria
1:05pm - 1:20pm	**Store Tour**	Ian McLeod – Coles MD The Hon. John Brumby – Premier of Victoria
1:30 - 1:50pm	**Taste tests, photos and questions**	Adam Liaw – 2010 MasterChef winner
2:00pm - 4:00pm	Presentation kitchen – cooking with kids	