coles

MEDIA RELEASE

GRAND OPENING COLES AIRPORT WEST

New store to offer shoppers more choice and value

November 2010

Shoppers in Melbourne's west will soon be spoilt for choice with the opening of Coles Airport West at 9am on 25 November 2010.

The store will feature an extensive fresh food offering including an in-store butcher and baker, allowing shoppers to conveniently collect all their fresh food and staples under the one roof.

Other features will include a seafood specialist and a delicatessen with meats sliced on demand to ensure maximum freshness.

Store manager Steve Wruss said the store's market-style layout will satisfy the needs of all shoppers.

"From a complete range of everyday staples to a comprehensive selection of fresh produce displayed on ice, our new store will provide better quality, choice and convenience.

"From offering a huge range of fresh produce to wider aisles, along with convenience offerings such as our Curry Pot, we have made every effort to make the shopping experience easier."

"With super specials offered every day in our Value Alley, shoppers will love being able to pick up quality products without hurting the hip pocket," Steve said.

As part of opening celebrations, face painters and balloon modellers will be at the store on Friday 26 November between 3pm and 6pm and again on the Saturday and Sunday 27 and 28 November, between 11am and 3pm.

Coles Airport West is located at Westfield Airport West, on Matthews Avenue in Airport West. The store will be open 7am to 10pm, seven days a week.

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