coles

MEDIA RELEASE

COLES TO RELAUNCH IN BELCONNEN

New-look store to offer shoppers more choice and value

December 2010

Coles Belconnen will unveil a new look store at 8am on Thursday 16 December, following the completion of an extensive revamp.

The fully refurbished store will boast a variety of new features, including an in-store bakery, baking fresh bread daily, an in-store butcher slicing meat on demand, and an extended seafood and specialty cheese range. The store will also be showcasing local suppliers, such as Eden Seafood.

Coles Belconnen will provide more choice and value with an additional 2,000 lines of grocery and general merchandise. An extended health and beauty range and an Entertainment and Paper Shop offering all the latest in books, magazines and new release DVDs will help make Coles Belconnen your one stop shop for all your weekly shopping needs.

Store manager, Paul Sturgeon, said the new market-style store layout and new self scan checkouts will make grocery shopping easier and more convenient, ensuring fresh and delicious produce will fill customers' trolleys.

"The new store layout has been developed to ensure a convenient shopping experience for customers, and to highlight the quality of our fresh produce in particular.

"Our fruit and vegetables will be displayed on ice, to maximise their freshness, ensuring our customers receive top quality products all day, and our in-store seafood shop will be staffed by a seafood specialist, who will be able to help shoppers with choosing and preparing mouth-watering, seafood," said Paul.

Shoppers in a hurry will love the convenient Curry Pot which will offer a delicious selection of authentic ready-made curries and accompaniments for meals on the go

The extensive store renovations will bring an additional 30 jobs to the region, increasing the Coles Belconnen team to 140 members.

Dr Andrew Leigh MP, Member for Fraser, will officially relaunch the store in a ceremony at 9:30am on Thursday.

Coles Belconnen is located at Westfield Belconnen, Benjamin Way in Belconnen, and is open 6am-midnight, seven days a week.

-ends-