coles

MEDIA RELEASE

COLES: A HIT IN SORELL

Locals love the new-look store!

December 2010

Over 9,000 shoppers visited the new-look Coles Sorell in the first four days of opening, with reports of an overwhelmingly positive response. Customers have been particularly impressed with the market feel of the store, the extensive local range and the friendly and helpful team members.

Coles Sorell Store Manager, Sarah Richardson, was ecstatic at the response she has received from customers since the opening last month. "Coles has now given Sorell residents a choice of supermarkets in town and a number of locals have told me how much they had been looking forward to our store opening".

"Our shoppers have been overjoyed by their new Coles experience. The feedback we have received shows that Sorell residents really appreciate the time and investment we have made to ensure the best shopping experience and great customer service, whilst still offering good value.

Coles Sorell supports local farmers and Tasmanian producers by stocking a delicious range of locally sourced produce, such as fresh seafood, cheese, meat, fruit and vegetables. "Being a small community meant it was important to support local farmers and growers and I have made it a priority to ensure this will continue," Mrs Richardson said.

The store has also committed to sponsoring the Sorell Eagles Football Club and the Sorell Bowls Club in 2011. The secretary of the Sorell Blows Club Marg Robertson is pleased Coles Sorell has come on board as a sponsor. "We are so thankful to Coles for their generosity. Their contribution will go towards a brand new bowling rink to be opened at the club during the year " Mrs Robertson said.

Coles Sorell Plaza is located at the corner of Cole and Pelham Streets, Sorell. The store is open 7am -10pm, seven days a week.

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