coles

MEDIA RELEASE

# COLES TO RE-LAUNCH IN TOOWOOMBA PLAZA

## *New-look store to offer shoppers more choice and value*

September 2010

Coles Toowoomba Plaza reopens its doors today with a brand new look, following the completion of extensive renovations to the store.

Spanning over 3,500 square metres, the store will provide high quality Australian meat prepared by an in-store butcher, freshly baked pastries and bread provided by the in-store bakery, extended seafood and specialty cheese ranges, and fresh produce on ice. The new services will boost local employment opportunities, providing 20 additional jobs.

Coles Toowoomba Plaza store manager Wayne Dallinger is excited to reveal the store's new look to residents.

"Many of the changes in layout are designed to emphasise quality fresh produce. I know the Toowoomba community will love the market place feel and new products available.

"Coles Toowoomba Plaza is dedicated to supporting local produce, and we are very pleased to showcase suppliers from Toowoomba, Lockyer Valley and Darling Downs such as Kalfresh Carrots and Home Style Bread," Mr Dallinger said.

Coles Toowoomba Plaza customers can also be assured that by purchasing a Coles Butcher beef product marked with a 100% QLD Beef logo, they are supporting the state's beef producers and their communities.

Opening celebrations will be taking place all week. Thursday to Sunday between 10am and 4pm shoppers can enjoy free food samples, giveaways, cooking demonstrations for great family meals and face painters for the kids. Kids in the Kitchen demonstrations will also be taking place at 4pm Thursday and Friday, and 12pm Saturday.

Toowoomba residents have also embraced the Coles Sports for Schools program, with almost 30 schools in the area signing up to take part. Visit http://sportsforschools.coles.com.au for more information about this initiative.

Coles Toowoomba Plaza is located on the corner of Ruthven and Stenner St. The store is open 8am to 9pm Monday to Friday, 8am to 5pm Saturday, and 9am to 6pm Sunday.

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