coles

MEDIA RELEASE

# COLES PALM BEACH GRAND OPENING

## *Coles Palm Beach to provide value and quality for local shoppers*

Monday 8 December 2008

Coles Supermarkets opened its new Palm Beach store, located on the Gold Coast Highway, today at 8.00am.

With a selling area of 1,484 square metres and comprising 25,000 product lines, the Coles Palm Beach store offers local shoppers great value and a more extensive range of fresh food products.

Coles Palm Beach will focus on providing high quality, fresh products and features a bakery. A European-style delicatessen, separate floral section at the front of the store and new concept checkouts also provide greater choice and convenience for shoppers.

Coles' store manager, Brendan Dale, said the store has been designed to be a 'one-stop' shopping solution for local residents.

"The new store looks fantastic. We have all been looking forward to opening day, as shoppers can come in and experience the fresh food and great service on offer here at Coles Palm Beach," he said.

"The store layout is designed for greater convenience and mobility. Whether shoppers are making large grocery purchases or simply picking up a couple of items, we aim to have them in and out as quickly as possible.

"We are also very excited about supporting the local community and have plans to become involved in community activities and initiatives," Mr Dale said.

He said the store will be a welcomed amenity to the area, providing an additional 70 new jobs to the local community.

To celebrate the grand opening, Coles Palm Beach is offering specials to all of its customers as well as providing family entertainment. The first 50 customers to spend $50 will receive a $20 Coles gift card every day from Monday 8th December until Friday 12th December.

Coles Palm Beach will be open from 8:00am-9.00pm Monday to Friday, 8:00am-5:30pm Saturday and 9:00am-6:00pm Sunday.

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