

WEDNESDAY, 3 AUGUST 2022

TASMANIA'S FIRST EVER LIQUORLAND CELEBRATES LOCAL DRINKS

- *First brand new Tasmanian Coles supermarket in 12 years to open in Glebe Hill Village*
- *More than 100 new Team Members between Coles and Liquorland, including 17 Indigenous Team Members*
- *Glebe Hill Village Liquorland will showcase more than 320 Tasmanian-made beverages from 60 local producers*

Liquorland is opening its first-ever store in Tasmania, featuring a range of the Apple Isle's best craft beers, cool climate wines and boutique spirits that will deliver a national platform for the state's beverage producers through the chain's 750 store network.

The brand-new Liquorland Glebe Hill Village store features a tailored selection of Tasmanian beverages as well as Liquorland's exclusive Tasmanian brands such as Beyond the Wilderness Wines and the Pure Origin Vodka and Gin.

Coles Liquor Chief Executive Darren Blackhurst said the opening of the first Liquorland in Tasmania was an exciting day for the Liquorland business, customers and the state's local beverage producers alike.

"Our drive to be a simpler, more accessible, and locally relevant drinks specialist can be seen with the launch of this store and the celebration of the Tasmanian brands we have in store for our Customers" Mr Blackhurst said. "Local sourcing is a key focus and we are proud to partner with over 60 local suppliers and producers to showcase Tasmania further"

"The Glebe Hill Village store will celebrate more than 320 local, craft and boutique wines, beers and spirits from over 60 local producers in Liquorland's new black and white branded store format, which has already been launched in more than 250 stores across Australia.

"The success of iconic Tasmanian brands such as Lark Distilling Co and Devil's Corner Winery speaks to the internationally recognised quality from this pristine corner of Australia.

Renowned Tasmanian spirit producer Lark Distilling is confident the launch of Liquorland will benefit the state's entire food and drink industry.

"Our partnerships with retailers are absolutely essential to our success and Coles Liquor has demonstrated that it understands the value of an authentic collaboration," Lark Distilling Co National Account Manager Phil Mack said.

"Liquorland's commitment to showcase local products will provide customers with the chance to learn more about Tasmania's wonderful, local beverage makers.

"A collaborative retailer can bring these stories alive and provide customers with much more than just a Tasmanian-made beverage, they have a story they can share when they open their bottle to enjoy with friends or family."

Lark is one of Tasmania's best-known distilleries, built on founder Bill Lark's vision to re-establish a whisky industry in the state more than a century after Governor John Franklin outlawed the distilling of spirits in Tasmania in 1838.

A true trailblazer, Mr Lark successfully lobbied to have laws restricting distillation of spirits overturned, paving the way for the development of the state's now thriving whisky industry.

Tasmanian wine brand Devil's Corner, located on a rugged corner of the East Coast, boast's one of Australia's best-selling premium pinot noirs.

With its vineyards uniquely positioned on the edge of the coast, where the vines meet the sea, Devil's Corner wines are truly a product of their environment, delivering the very best of Tasmanian cool climate wine to shoppers and consumers.

Devil's Corner Senior Brand Manager Tarynn Barrie said Tasmania has been one of the fastest growing geographical wine regions in the country thanks to the support of consumers and retail partners such as Liquorland.

"The exceptional wines we create wouldn't exist without the challenges provided by our unique location in Tasmania. Tasmania is known for being one of the best places to grow pinot noir but we're also at the mercy of nature in our wild little corner. Thankfully, we've learned to lean into the unrelenting and often unpredictable Tassie elements and harness them to create wines worthy of our place.

"For anyone who can't experience the Devil's Corner cellar door, the Liquorland Team Members can share and educate shoppers on the Devil's Corner story and the exceptional wines coming out of Tasmania, not only from us but many other brands.

"Ultimately, Liquorland will put more cool-climate Tasmanian wine on more tables around the country and that is good for the entire industry."

Liquorland Glebe Hill Village heralds a new chapter for Coles Liquor in Tasmania and an opportunity for customers to match delicious Tasmanian produce from Coles with local wines, beers and spirits in one convenient location.

The Coles supermarket at Glebe Hill Village will delight customers with its impressive range of locally grown fresh produce as well as an open-front bakery delivering freshly baked flatbread, sourdough and even celebration cakes.

There's something for everyone at Glebe Hill, including all those much-loved furry friends with a brand new scoop-and-weigh pet treat station.

And for the sweet tooth, indulge in something from the new premium dessert bar stocked with frozen mochi, mini gelato and macarons, perfect for customers looking for a treat or an easy entertaining dessert.

Tasmanian products will be easy to find at Coles Glebe Hill Village– just look for the Brand Tasmania trademark. Coles struck a landmark partnership with the State Government in 2021 to put the Brand Tasmania trademark on Tassie-made and grown products, making it easier than ever for shoppers to buy local.

Glebe Hill Village Liquorland and Coles will support the creation of more than 100 new jobs and underpin the sustainable growth of Tasmania's vibrant food and beverage sectors.

Glebe Hill Village

1 Commerce Drive, Howrah
Tasmania 7018

Opening Hours

MON-SAT 9am-9pm
SUN 9am-8pm

-ends-

For further information, please contact

Coles Media Line (03) 9829 5250 or media.relations@coles.com.au