

THURSDAY 10 NOVEMBER 2022

WELCOME TO THE NEIGHBOURHOOD: WA'S FIRST COLES LOCAL ARRIVES IN PERTH

Coles Local Angelo Street to feature instore innovation, convenience and almost 500 of the state's best local food and drink products in one hub

Coles today unveiled its first Coles Local supermarket in Western Australia – an award-winning bespoke concept offering customers a tailored and convenient shopping experience which has been curated to meet the needs of the local community.

Located in the heart of South Perth, Coles Local Angelo Street has been specially designed to cater to the local food lovers and coffee connoisseurs with a wide range of supermarket essentials and specialty products including 485 which have been sourced from 45 of the state's finest local food and drink businesses.

Within the foodie's paradise, there's mouth-watering baked goods from cult Perth bakery Mary Street Bakery, coffee brewed by Fremantle Coffee Roasters, locally produced honey by Postcode Honey, gourmet ready-to-eat healthy bowls from Perth start up Hail the Kale and sustainable meal options from Dirty Clean foods.

The store further showcases a gourmet pasta destination with locally made fresh pasta from La Cucina, a self-serve coffee machine for shoppers to sip while they shop, a frozen fruit Scoop & Weigh station, single serve ice cream from one of two frozen dessert bars, and Perth pups have not been forgotten with the store's very own pet treat bar.

The new store will also be a destination for health and convenience offering more than 500 new, ready-to-eat products designed to make life easier for busy customers from local businesses including Fresh Frontier, Fine Foods WA, Perth restaurant Miss Chow's and Bahn Mi from Banh Mi Thit Saigon.

Coles General Manager of Store Development Jon Haggett said WA's first Coles Local has been tailored to Western Australian customers and celebrates the state's passion for local produce.

"The Coles Local format offers our best innovations alongside a range tailored to the tastes and preferences of local communities, such as Perth. This local model allows us to source from small local businesses and expand their customer base through our network, trial a range of sustainability initiatives, while also continuing to deliver everyday essentials and great value you find at a traditional Coles supermarket" he said.

"Coles Local Angelo Street is now the 18th Coles Local supermarket in the country and we're proud and excited to share our award-winning format with Perth residents for the first time."

The Mary Street Bakery story began on Highgate's Mary Street nine years ago, and today the business has six stores in Perth. Coles Angelo Street will feature donuts, sourdough, baguettes and croissants from Mary Street Bakery, with freshly warmed bread and croissants available from the store's bread warmer.

Founder of Mary Street Bakery Paul Aron said, “We’ve tried to find locations for our stores where we can entrench ourselves into the fabric of the local community,”

“We really like the synergy with Coles Local because of the way it champions local, and it will allow more customers to have access to our handmade products,” he said.

Marnie Faulkner started her healthy bowl business Hail the Kale at the Claremont Farmers Market three years ago, after seeing a gap in the market for locally made healthy nourish bowls.

“I wanted to create healthy nourish bowls using only natural ingredients that looked as good as they tasted. It’s incredible that some of our customers have supported us since our first market day,” she said.

Dirty Clean Foods is one of the first companies to lead a full range of sustainable, regenerative products and are leaders in regenerative farming.

CEO of Dirty Clean Foods, Jay Albany said “We think Coles Local is such a great concept, that aligns with our mission to provide regenerative food to all Australians.”

As part of Coles’ ambition to become Australia’s most sustainable supermarket Coles Local Angelo Street has trolleys made from recycled plastic milk bottles and team member uniforms made of 65% recycled plastic.

Supporting the local community, the team at Coles Local Angelo Street will be supporting South Perth Primary School with a \$5,000 donation to establish a Stephanie Alexander Kitchen Garden program, to encourage students to adopt lifelong healthy eating habits.

Coles Local Angelo Street Store Manager Angelo Chiellini said residents have been eagerly awaiting the launch and was excited to welcome new team members on board.

“We know customers are going to love the look and feel of Coles Local and the range of quality food we have sourced for the store. We’re proud to have 39 team members starting at Coles for the first time, working alongside an experienced team of over 80 team members,” he said.

Coles Local Angelo Street is located on the corner of Angelo and Anstey Streets, South Perth WA 6151 and is open 8am – 9pm Monday to Friday, 8am – 5pm on Saturday and 11am – 5pm on Sunday.

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For further information, please contact

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HIGHLIGHTS AT COLES LOCAL ANGELO STREET:

- The first Coles Local store in Western Australia
- There are 17 Coles Local supermarkets across the Eastern Seaboard
- More than 500 convenience products available with meals from Hail the Kale, Fresh Frontier, Fine Foods WA, Perth restaurant Miss Chow’s and Bahn Mi from Banh Mi Thit Saigon
- Ranging 485 products from 45 Western Australian suppliers, all exclusive to the Angelo Street store
- In store coffee with beans from Fremantle Coffee Roasters
- Seafood range from West Australian family business Catalano’s Seafood
- Gourmet pasta destination with locally made fresh pasta from La Cucina
- Frozen fruit scoop and weigh station where customers have the option to mix and match between six different frozen fruit varieties
- Partnering with four Western Australia bakeries including Mary Street Bakery, Baker’s Direct, Coastal Crunch and Baked Provisions