

# Media Release

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## COLES UNVEILS INNOVATIVE LOCAL SUPERMARKET IN SYDNEY

**Coles Local Chatswood includes Australian-first ecostore refill station, doggie ice cream, biggest-ever Asian range**

Coles is opening its most innovative and tailor-made supermarket yet, inspiring customers with Australian-first sustainability features and a product range personalised to meet the needs of the Chatswood community.

Opening today, the store is part of an expansion of the popular Coles Local format in Sydney, following the successful launch of the concept in Rose Bay in May – with Manly set to welcome a new Local store to the neighbourhood later this year.

Coles Local Chatswood is uniquely personalised to the community that it serves, featuring more than 200 plant-based food products, ice cream just for dogs, a premium coffee and orange juice station, a macaron, mini gelato and Japanese mochi ice cream parlour, and a dedicated aisle with the largest Asian range in the country.

In an Australian supermarket first, Coles Local Chatswood debuts a range of refillable ecostore shampoos, conditioners, body washes, and laundry liquids available for customers through a new in-store refill station using bottles made from recycled and sugarcane plastic, eliminating the need for single-use bottles.

Coles Chief Sustainability, Property and Export Officer Thinus Keevé said each Coles Local supermarket is uniquely tailored to the specific needs of the local community.

“Coles Local Chatswood is a brand-new neighbourhood supermarket destination with new products sourced from 35 small Sydney suppliers, and innovative features that customers may not have seen before,” he said.

“As we make progress on our mission to be Australia's most sustainable supermarket, we're increasingly looking at new and inventive ways to reduce packaging on certain products.

“This new ecostore station is a first for an Australian supermarket, which we hope will resonate well with customers.”

Ecostore Managing Director Pablo Kraus said this was the first time the company had installed a refill station in an Australian supermarket to help reduce packaging waste.

“After successfully launching over 80 Refill stations across New Zealand, we are thrilled to bring the first in-store ecostore Refill Station trial for home and personal care products to Australian customers, at the new Coles Local Chatswood store,” he said.

“People are used to bringing in their reusable supermarket bags; now they can also bring in their reusable ecostore refill bottles to conveniently refill their home and personal care products at the supermarket.”

Supporting a sustainable circular economy, the trolleys at Coles Local Chatswood are made from recycled plastic milk bottles and REDcycle plastics, free recycled carry boxes are available in place of bags, unsold food that cannot be donated to food charities is diverted to organic composting and green energy



Brooke Meredith using the first ecostore refillable station at Coles Local Chatswood.

More images available via [Getty here](#)

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generation, and team member name tags and uniforms also feature part-recycled materials.

Local not just by name, Coles Local Chatswood will create jobs for 35 locals and has partnerships with more than 35 local Sydney-based butchers, bakers and cafes, including restaurant-quality pasta, salads and meals from Pasta Pantry, artisan sourdough bread, muffins and sweets from Sydney bakery Sonoma and premium meats from eastern suburbs butcher Field to Fork.

Because Chatswood residents spend an average of 10% more on their pets compared to the national average, the new store includes features to make sure Chatswood pooches are the envy of all other doggos in town, with a pick-and-mix bar just for dogs – and in a Sydney Coles supermarket first, a range of frozen pet food ice cream.

Tailored to the needs of local Asian community<sup>1</sup>, Coles Local Chatswood includes a full aisle with more than 600 Asian products from well-known brands including, Samyang, Lotte and Haitai, and 25 bilingual team members, making life easier for customers for whom English may not be their first language.

The new store has customer lunch and dinner plans sorted, with more than 800 ready-to-eat products designed for Chatswood residents – 87% of whom are busy working professionals who are more likely to grab ingredients for dinner on the way home from work, compared to a typical Coles customer<sup>2</sup>.

The redevelopment also supports the local artistic community including an iconic wall mural by local artist Nancy Liang, paying homage to Chatswood's rich history and culture.

Coles Local Chatswood officially opens today and is located at Westfield Chatswood, Victor St, Chatswood NSW 2067, open from 7am – 10pm Monday to Saturday and 8am – 10pm on Sundays.

## How the Refill Station works

The Refill Station has been designed with an easy four-step process:

1. Customers choose a small or large ecostore refill bottle
2. Select the product and apply the matching sticker
3. Refill the bottle by positioning the bottle under the tap or pump, and fill to the top
4. Purchase by taking the bottle to the checkout

More images available via [Getty here](#)

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**For further information, please contact**

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

<sup>1</sup> ABS data shows 25% of Chatswood residents were born in Asia

<sup>2</sup> Coles Local Chatswood customers shop more often but with smaller grocery baskets compared to other Coles customers