

WEDNESDAY 12 OCTOBER, 2022

A TASTE OF THE MEDITERRANEAN AT SYDNEY'S NEWEST COLES LOCAL

Coles Local Earlwood to offer more than 200 Mediterranean products tailored to the community

Coles has unveiled its latest Coles Local format store in Earlwood today, tailored to the local community with an extended range of Mediterranean products and exciting new innovations to inspire Sydney shoppers.

In a first for Coles Local, the store features a Mediterranean destination with a curated selection of over 200 products including olives, oils, sardines, pasta, dips and antipasto, many of which are brand new to Coles.

Coles Local Earlwood reflects the rich tapestry of cultures that make up the suburb. According to the Australian Bureau of Statistics, nearly 40% of Earlwood residents have Mediterranean ancestry, making it one of the most popular suburbs in Australia for people with Greek and Italian heritage to live.

Coles General Manager of Store Development and Coles Local Jon Haggett said this store has been designed to cater to the needs of local customers.

"It's an example of how we are moving away from a 'one size fits all' approach when it comes to designing our supermarkets and instead offering food, drink and home products that are tailored to local communities," Jon said.

"We know our customers love to buy products from local suppliers and in this store, customers will find some of Sydney's finest food producers."

Customers will be able to purchase traditional Italian style bread from Nonna's Bakery, a local fourth-generation family-owned bakery that uses a recipe developed in the southern mountains of Italy.

Tony Sergi from Nonna's Bakery said his family was proud to be supplying their finest bread to local customers in Sydney.

"We started baking in our home garage in South Western Sydney in 2003 and today we create products with the same quality, consistency and patience Nonna insisted on," Tony said.

"We are proud that the large Italian community who live and shop in Earlwood will be able to try our family recipe that was developed in Italy and passed down through four generations. We hope that they like it as much as we do!"

Alongside Nonna's, the store will range bakery products from, Baked&Co and from Sonoma Bakery. Award winning Sydney butcher, Sutcliffe's Meats will also be to be joining the Coles Local family and Sydney favourites Pasta Pantry and Bread Spread will offer convenient meal options for customers on the go.

Coles Local Earlwood will also be the first Sydney store to offer the following successful Coles Local innovations:

- Freshly warmed bread from the instore bread warmer
- Single-serve ice cream from a new frozen dessert bar, alongside the successful Mochi bar with Macarons and Mini Gelato
- Frozen fruit scoop-and-weigh station with the option to mix and match between six frozen fruit varieties

Four-legged friends have not been forgotten with Coles Local Earlwood offering a pet treat bar which includes a pick-and-mix selection of tasty dog treats.

Sydney-based street artist, Ox King has been engaged by Coles to create a mural to reflect the Earlwood community. His artwork uses blue tones to represent the Mediterranean influences that are such an important part of Earlwood's history.

As part of Coles' ambition to become Australia's most sustainable supermarket, Coles Local Earlwood will help work Together to Zero Waste and Together to Zero Hunger, through community partnerships with soft plastics recycler REDcycle and food rescue organisation SecondBite.

The store is donating \$1,000 to SecondBite an organisation Coles has worked with since 2011, helping donate unsold edible food to disadvantaged Australians.

Coles Local Earlwood is located at 15 Clarke Street, Earlwood and will be open 6:00am – 11:00pm daily with free parking available.

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For further information, please contact

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