

Media Release

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Wednesday, 15 September 2021

CAMBERWELL WELCOMES NEW KID ON THE COLES LOCAL BLOCK

Specialty cheese and warm bread bring gourmet touch to newest Coles Local store

GRAZING boards will be a brie-eze for customers at the newly opened Coles Local Camberwell, with the team including a resident cheese specialist offering advice on the biggest range of cheeses yet seen at a Coles Local store.

In a first for Coles, Camberwell's in-house cheese specialist Tina Halastanis, who grew up working in her family's deli, will be carefully curating a selection of more than 120 lines. The range will include an extensive range of Australian-produced cheeses, with premium imported cheeses from France, the UK and Italy.

As a passionate cheese lover, Tina will assist customers with advice on local and European fromage pairings for the perfect picnic, platter, or plate.

"When choosing cheese, I encourage people to try something they perhaps haven't tried in the past, to explore the different types of cheeses and maybe discover something new they love. I'm so excited to see the range at Coles Local Camberwell come to life," Tina said.

To complement the cheese, shoppers will be able to pick up warm flat breads and loaves from the bread warmer, delivered fresh daily by local artisan bakeries.

Head of Coles Local Michael Fahd said customers were increasingly searching for a specialist retailer experience, while being able to shop from a full range of food and groceries.

"Coles Local Camberwell will be a sought-after destination for locals with plant-based diets, with our vegan and vegetarian specialty range exceeding 220 different products," he said.

"Camberwell will also be the first Coles Local store with Click & Collect, allowing customers to order their favourite exclusive Coles Local products online to be picked up in store."

The store will host the largest ice-cream selection of any Coles Local store, including sweet treats from gourmet Australian producers Pat & Stick's and Serendipity. The single-serve ice-cream wonderland includes mini Choc Tops and the new Pat & Stick's Rollettes.

In line with Coles' ambition to be Australia's most sustainable supermarket, Coles Local Camberwell is helping customers reduce plastic packaging and waste by providing a frozen fruit Scoop and Weigh station, and a refill station with sustainable body and home care products including shampoo and washing detergents. Shoppers can also refill their olive oil bottles with a selection of three locally sourced oils from Australian producer Squeaky Gate.

As part of the new-look store, Coles commissioned local artist Guy Shield to decorate the internal wall with a mural capturing the essence of Camberwell, including its parks, cafe culture and markets.

Coles Local Camberwell will create 56 new jobs as it unveils its new look to shoppers on Wednesday 15 September.

The launch of Coles Local Camberwell brings the national tally of the bespoke supermarket format to 10 stores, including five in Victoria.

The store is located at 13-14 Burke Ave, Camberwell and will be open daily from 7am – 10pm.

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For further information, please contact

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