

**THURSDAY, 18 AUGUST 2022**

## **WESTERN AUSTRALIA SET TO WELCOME AWARD-WINNING COLES LOCAL SUPERMARKETS** *First WA Coles Local to open in South Perth by year's end*

Perth customers will soon be able to enjoy the popular Coles Local supermarket format as Coles prepares to expand the concept into Western Australia by the end of the year.

Coles Local, which focuses on bringing quality local produce to customers through partnerships with local suppliers, will open its first West Australian store in South Perth's Angelo Street in November.

Coles Local offers a tailored in-store experience and a thoughtfully crafted range of high quality local and imported products, designed specifically to meet the needs of the local community.

There are 16 Coles Local supermarkets across the Eastern Seaboard, including the most recent additions in Brighton Victoria, Birkenhead Point New South Wales and the Brisbane CBD in Queensland.

The opening of the Angelo Street store will be the first opportunity most WA shoppers will have to see the award-winning Coles Local store format for themselves.

Coles Chief Executive, Commercial and Express Leah Weckert said the expansion of Coles Local into WA would bring some of the state's best quality artisanal produce to a wider local audience, all while completing their weekly shop.

"Our research tells us that our Western Australian customers value local produce, and so the Coles Local format was a natural fit. We strive to create strong partnerships with proud Western Australian businesses and we're excited to help them showcase their quality products to our Coles Local customers," she said.

"We think WA customers are going to love the local products we have included in our range, which celebrates the delicious, quality produce Western Australia has to offer. The store will also feature the same great value offers on everyday items found in our regular Coles supermarkets.

"Coles Local has been a real hit with customers in the eastern states since the concept first launched in 2018. In the past financial year alone, we opened seven Coles Local supermarkets."

The flagship West Australian stores will host products from 45 suppliers unique to Coles Local, including delicious bread and pastries from Mary Street Bakery, healthy convenience meal options from Hail the Kale, artisan deli meats from The Farm House Margaret River, and popular pantry items and treats from Dirty Clean Food.

Margaret River Muesli Company Managing Director Warwick Howard said: "It's great to see Coles supporting local West Australian businesses through their Coles Local stores. We welcome the opportunity for our brand to gain further exposure through these new retail outlets, as well as providing our existing valued consumers better opportunities to purchase our products in another valued retailer."

The supermarket will also house many of the features shoppers know and love, including delicious mochi and mini gelati desserts, frozen fruit Scoop&Weigh, and bread warmers filled with gourmet bread delivered to store daily.

Western Australia's first Coles Local supermarket will also champion sustainability, with trolleys made from 90% recycled plastic milk bottles and REDcycle plastics, free recycled carry boxes available in place of bags, and team member uniform polos made from 65% recycled plastic bottles. Customers can also return their soft plastics to REDcycle collection points in store.

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**For further information, please contact**

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