

Wednesday, 27 October 2021

CONCORD SHOPPERS CAN'T GO PAST-A THE GOURMET LINGUINE AT REVAMPED COLES LOCAL STORE

The pasta-bilities are endless for local shoppers in Concord, as a brand-new Coles Local store opens with an impressive selection of gourmet pasta, gnocchi and ravioli to satisfy all pasta lovers.

With a range tailored specifically for local customers, the Coles Local Concord store also features a brand-new frozen dessert bar offering delicious gelati, mochi treats and macarons, as well as an orange juice bar where shoppers can buy fresh orange juice squeezed in store.

Man's best friend hasn't been forgotten either, with Coles Local Concord offering a pet Scoop n' Weigh station, complete with a range of pet treats and ice creams for canine companions.

Catering to the increasing demand for at-home convenience, the store has more than 400 ready-made convenience meal products including salads, curries and lasagnes for quick and easy dinner options or take-home snacks.

Head of Coles Local Michael Fahd said he was pleased to be launching the innovative Coles Local store concept to Concord residents after months of construction.

"We are excited to deliver a superior shopping experience for Concord and the surrounding community in our modern and spacious store, with a new-look design we know our customers will love," he said.

"Our customer research highlighted a real love of pasta among local shoppers, so we have featured a range of almost 250 pastas and sauces, including 118 products that are unique to Coles Local.

"Coles Local Concord is our 11th store in this format, and every one of them is different because we tailor them specifically for the needs of the local community."

Coles Local Concord will offer premium sourdough bread and sweets from Sydney stalwart Sonoma Bakery, delicious artisan New York-style bagels from Brooklyn Boy Bagels and fresh seafood from The Fishery, a Coles exclusive supplier of sustainable seafood.

As part of the new-look store, Coles commissioned local illustrator James Gulliver Hancock to create a mural for the exterior of the building, capturing the essence of Concord and drawing on two pillars that form the foundation of all Coles Local Artist works, diversity and sustainability.

Coles Local Concord Store Manager Victoria Barrett said she was pleased to be creating more than 50 local jobs for the Concord community as part of the store's re-opening.

"We are thrilled we have been able to create so many new local jobs in the process of re-opening this store, and our long-standing Concord team members are thrilled with the transformation of

their store," she said.

"Sylvia Scandizzo (27 years) and Nata Costa (22 years) will be very familiar faces to our customers and we thank them for their years of passion and dedication to serving their local community."

As part of Coles' commitment to sustainability, Coles Local Concord will cut food and plastic waste through partnerships with soft plastic recycler REDcycle as well as food rescue organisation SecondBite, which collects unsold food for distribution to those in need through local charity partner L'Arche.

The Coles Local Concord store at 48-62 Majors Bay Road will officially open to shoppers at 8.00am on Wednesday 27th October. The store will be open daily from 6am-midnight Monday to Friday, 6am-10pm on Saturday and 7am-9pm on Sunday.

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For further information, please contact

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