

THURSDAY 28 NOVEMBER 2019

COLES OPENS THE MOST INNOVATIVE, TAILOR MADE SUPERMARKET IN MELBOURNE A pet treat bar, living herb wall and the largest vegan range at Coles Local St Kilda

Coles is unveiling its most innovative supermarket yet, inspiring customers with a brand-new concept as part of a bespoke offer aimed squarely at the needs of the local community.

Opening today, the new **Coles Local** in St Kilda, Victoria features a “living herb wall”, the largest range of vegan and vegetarian products in the country, a pick-and-mix bar just for dogs, a pineapple coring machine and a “deconstructed meal kit station” which helps customers create custom made delicious dinners that can be prepared in 30 minutes or less.

Coles conducted extensive research into the needs of local St Kilda shoppers who wanted more convenience at meal times, healthy meal options and expressed a love of their furry friends. They are overwhelmingly aged between 20 – 35 and did not fit the typical nine-to-five working mould.

The new store will be a destination for health and convenience offering more than 600 new, ready-to-eat products designed to make life easier for busy customers. It also has a wide range of single-serve healthy meal options reflecting the higher proportion of singles and couples without children living in the area.

Coles CEO Steven Cain said the offer has been specifically tailored to meet the needs of customers in the local community.

“We are committed to provide the very best food and drink solutions to our customers and this store in St Kilda has been designed to appeal to the interests and lifestyles of local residents,” said Mr Cain.

“Our offering delivers locally-sourced specialty products that help customers lead healthier and happier lives, allowing them to balance work, life and play in their busy schedules,” Mr Cain said.

“Customers can grab breakfast on the way to work, enjoy lunch between meetings and have dinner on the table without sacrificing time with family and friends.”

The expanded convenience offering includes vibrant southeast Asian flavours from Roll'd, tasty sushi from Sushi Sushi and fresh salads and meals from local favourite, Foxes Den.

The St Kilda store features a range of tailored produce including small-batch, natural and organic nut butters from 99th Monkey, all-natural sodas and mixers from Carlton-based craft drink maker Strangelove, pastries from traditional French bakery Noisette, a range of premium treats and gifts from artisan chocolatiers Melbourne Cocoa, and a selection of meats from cult restaurateur Andrew McConnell's butchery range Meatsmith.

Local coffee aficionados DC Specialty Coffee Roasters have created a specialty 'St Kilda' blend of coffee, only available at Coles Local St Kilda. The blend features coffees from Armenia, Colombia and Brazil with notes of vanilla, almond, dark chocolate and toffee apple.

The options for self-serve also extend to beloved four-legged friends with a supermarket first – a pick-and-mix selection of tasty doggy treats so customers can spoil their pampered pooches with a bespoke blend of canine snacks.

Coles Local St Kilda will employ 94 team members, including 55 who are new to Coles and 16 starting their first job. Keeping it local, two-thirds of the new team members live within 5km of the store.

With customer research showing social inclusion is very important to St Kilda locals, Coles Local St Kilda will not only join more than 780 Coles supermarkets in donating unsold edible food to food rescue charity SecondBite, but will also donate food and raise funds for local aid organisation Sacred Heart, where Coles Local team members have volunteered their time to help prepare meals for locals in need.

Customers will notice a distinctly St Kilda feel when they walk in the door of the new store, with murals from Melbourne-based illustrator and designer Sasha Heath depicting familiar St Kilda scenes including Luna Park and the Number 96 tram.

The store also features improved sustainability measures including doors on all fridges to reduce energy use, as well as a zero-food waste policy under which unsold food that cannot be donated is diverted to organic composting and green energy generation.

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