



Dan Murphy's opens new store at Brickworks

Monday, 16 March 2014: Australia's favourite drinks retailer Dan Murphy's is opening its first store in Adelaide's inner west.

Located at the new Brickworks Marketplace development, Dan Murphy's Brickworks celebrates its grand opening on Saturday 28 March. The new store will stock more than 10,000 products and will showcase some wonderful local wines.

Dan Murphy's Brickworks store manager Greg Seaton said: "Brickworks Marketplace is a great retail development and we are thrilled to be a part of it. We are really excited to finally open a store in Adelaide's inner west.

We have an impressive selection of 'Local Hero' wines from South Australia, in particular the Barossa, Adelaide Hills and McLaren Vale regions."

At the grand opening guests can enjoy a free BBQ, as well as tastings of Penfolds Grange 2009 and Johnnie Walker Blue Label. Nick Sterenberg from Coopers Brewery and AFL legend Tony Modra will be at the event.

There will be prizes and giveaways throughout the day, including \$50 Dan Murphy's gift cards that will be drawn every half hour.

Dan Murphy's Brickworks will provide customers with a variety of convenient ways to shop, including Dan Murphy's Click & Collect service which offers online ordering at www.danmurphys.com.au and free pick up in-store.

Brickworks is the thirteenth Dan Murphy's store to open in South Australia and adds to more than 190 Dan Murphy's stores nationally.

The store will be open Monday to Saturday 9am – 9pm and Sunday 10am – 7pm.

Grand opening tasting hours:

Penfolds Grange 2009: From 12pm (first 50 customers)

Johnnie Walker Blue: 3pm (first 100 customers)

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