

# Dan Murphy's



**LOWEST  
LIQUOR  
PRICE  
GUARANTEE**

## DAN MURPHY'S SET TO WELCOME FIRST CUSTOMERS TO MELTON STORE

**Media release:** Dan Murphy's Melton will open its doors in Victoria for the first time on Thursday 10 April, providing the largest range of drinks products, all with the famous lowest price guarantee.

Located at the Woodgrove Shopping Centre on the corner of High Street and Barries Road, Dan Murphy's Melton will stock more than 3500 products, and feature a state of the art cool room, the first of its kind in Victoria.

Dan Murphy's Melton Store Manager, Vaughan Ainley, said; "We are proud to welcome 15 new employees to the company, many of whom are local to this community.

"Our aim is to provide customers with unsurpassed service and our knowledgeable and passionate staff are looking forward to assisting local shoppers with all their Easter needs."

Dan Murphy's Melton will provide local customers with a variety of convenient ways to shop. Dan Murphy's 'Click & Collect' service offers online ordering at [www.danmurphys.com.au](http://www.danmurphys.com.au) and pick up in-store.

For those looking for Easter entertainment inspiration, the Dan Murphy's app has plenty of drink recommendations and allows users to snap an image of a bottle label or barcode using their smartphone to read expert reviews on any Dan Murphy's product.

The store is set to celebrate its grand opening on Saturday, 3 May from 9.00 am with a barbeque, games and prizes, and a range of product tastings scheduled throughout the day.

The new Dan Murphy's Melton store will be open Monday to Saturday from 9.00 am – 9.00 pm, and Sunday from 10.00 am – 7.00 pm.

**For more information and images please contact:** One Green Bean on (02) 8020 1824 or [jim@onegreenbean.com.au](mailto:jim@onegreenbean.com.au).

### **About Dan Murphy's**

Since opening its first store in 1952, Dan Murphy's has grown into Australia's leading liquor retail outlet with more than 175 stores. The Dan Murphy's philosophy is to provide customers with the largest range of wines, beers and spirits from both Australia and the rest of the world, at prices guaranteed to be lower than any other liquor retailer. Today, each store carries more than 3,500 products, as well as over 7,500 products available online at [www.danmurphys.com.au](http://www.danmurphys.com.au).

With such a large liquor range, it is the Dan Murphy's staff that make the shopping experience easy and enjoyable. In each store you'll find a Product Expert and knowledgeable support staff, all selected for their passion, expertise, and commitment to helping customers find the perfect product for every occasion.

Named as 2012 BRW Outstanding Retailer of the Year, Dan Murphy's continues its commitment to innovation and customer service with new product offerings, including its recently launched smartphone app which allows users to snap an image of any bottle label or barcode to read product information, expert reviews, and recommendations.

Dan Murphy's also offers Click & Collect, a convenient service that gives shoppers the opportunity to place orders online and collect from the store of their choice with as little as two hours later.