

Dan Murphy's



**LOWEST
LIQUOR
PRICE
GUARANTEE**

DAN MURPHY'S SET TO WELCOME FIRST CUSTOMERS TO WILSONTON STORE

Wednesday June 18, 2014: Dan Murphy's Wilsonton will celebrate its official grand opening on Saturday 21 June, providing locals with the largest range of drinks products, all with the famous lowest price guarantee.

Located on the corner of Kirra Street and Richmond Drive, Dan Murphy's Wilsonton will stock over 3500 products from around Australia and the world, across its 1010m² of floor space.

Dan Murphy's Wilsonton Store Manager, Scott Ritchens, said; "We are proud to welcome 25 new employees to the company. It's great that many of our staff are from the local community

"We provide our customers with great service and our knowledgeable, passionate staff look forward to helping local shoppers when they visit the new store," he said.

Dan Murphy's Wilsonton 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 and pick up in-store.

For those looking for 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 28 June from 10.00 am until 2.00 pm with Hot FM broadcasting live from the store 10.00 am – 2.00 pm. There will be a free BBQ and a visit from a surprise high profile NRL player.

Dan Murphy's Wilsonton will be open Monday to Wednesday 9.00 am – 8.00 pm, Thursday – Saturday 9.00 am – 9.00 pm, Sunday 9.00 am – 7.00 pm.

For more information and images please contact: One Green Bean on (02) 8020 1824 or 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.

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.