

Woolworths Airlie Beach welcomes first customers to new store

Monday, 23 March 2014: Residents of Airlie Beach will see the opening of one of Australia's most modern supermarket concepts on Wednesday when Woolworths opens the doors of its new store on the corner of Shute Harbour Road and Waterson Way.

The new \$5 million store will open at 8am on Wednesday, 26 March and will provide customers with fresh Australian produce, inspiring meal ideas, a wide choice of healthy options and a huge range of grocery items at great every day low prices.

Woolworths Airlie Beach Store Manager, Darren Rusk, said 50 people would be employed at the store, with new jobs for local people.

"We are proud that the opening of the new Woolworths sees us welcoming so many new people to the company from the Airlie Beach area.

"Our aim is to connect customers directly with our local fresh producers as much as possible. With 100 per cent of fresh meat and 96 per cent of fresh fruit and veg sourced from Australia our store will highlight the wonderful seasonality of produce along with tips for the best uses for products," he said.

The new store, at 2,127 square metres, will include a pizza bar creating freshly made pizza to order and combined delicatessen and seafood departments. The store will also include a focus on wellness with Woolworths' Macro range that includes a number of free range, free from and organic choices.

Eight checkouts will be available for customers including traditional, express and self serve checkouts.

Woolworths Airlie Beach is celebrating the new store opening with donations to the local community including a cheque presentation to Cannonvale State School and Whitsunday PCYC. Customers are welcome to join in all the opening day festivities.

The store will be open from 8am to 9pm Monday to Friday, 8am to 5:30pm on Saturdays and 9am to 6pm on Sundays.

MEDIA CALL

A special opening celebration for local dignitaries and media will take place the night prior to general opening for customers:

What: Opening of Woolworths Airlie Beach
When: 5.00pm for 5:15pm commencement of proceedings on Tuesday 25th March
Where: Woolworths Airlie Beach, corner of Shute Harbour Road and Waterson Way, Airlie Beach Central

Interviews and photo opportunities are available.

For further information please contact the **One Green Bean** on (02) 8020 1800.

Ends

Media Release

