

Woolworths Drayton welcomes first customers to new store

Monday, 13 January 2014: Residents of Drayton 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 Brisbane Street.

The new \$33.6 million store will open at 8am on Wednesday, 15 January and will recreate a modern food market, presenting customers with fresh Australian produce, inspiring meal ideas, a wide choice of healthy options and a huge range of grocery items at great prices.

Woolworths Toowoomba Drayton Store Manager, Sharon Ellis, said 75 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 Toowoomba area."

"Our aim is to connect customers directly with our local fresh producers, such as Qualipac Broccoli and Mulgowie Beans and Corn, 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."

The new store, at 3,712 square metres, will include a full bakery providing fresh bread daily, a pizza bar creating freshly made pizza to order, delicatessen and seafood departments and meat. 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.

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

Woolworths Drayton is celebrating the new store opening with donations to the local community including a cheque presentation to Drayton State School and the Base Youth Centre. 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 5pm on Saturdays and 9am to 6pm on Sundays.

MEDIA CALL

A special opening celebration will take place the night prior to opening for customers

What: Opening of Woolworths Toowoomba Drayton
When: 5.45pm for 6pm commencement of proceedings on Tuesday 14th January
Where: Woolworths Toowoomba Drayton, 48 Brisbane Street, Drayton
Who: Councillor Paul Antonio, Mayor, Toowoomba Regional Council

Interviews and photo opportunities are available.

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

Ends