

## Woolworths Featherbrook welcomes first customers to new store

**Monday, 27 October 2014:** Residents of Point Cook will see the opening of one of Australia's most modern supermarkets when Woolworths opens the doors of its new store on the corner of Sneydes Road and Boardwalk Boulevard.

The new \$18 million development will be officially opened at 8am on Wednesday, 29 October 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 prices.

Woolworths Featherbrook Store Manager, Paul Good, said 110 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 Featherbrook 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," Paul said.

The new store is 3,800 square metres and will include a pizza bar creating freshly made pizza to order, combined seafood and delicatessen, case ready meat, a maxi bakery, seafood behind the counter and a convenient on site liquor store. The store will also include a focus on wellness with Woolworths' Macro Wholefoods Market range that includes free range, free from and organic choices.

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

Woolworths Featherbrook is celebrating the new store opening with donations to the local community including a cheque presentation to Alamanda K-9 College and Point Cook College. Customers are welcome to join in all the opening day festivities.

The store will be open from 7am to 12pm Monday to Sunday.

### **MEDIA CALL**

**What:** Opening of Woolworths Featherbrook  
**When:** *VIP Opening -*  
Tuesday, 28 October at 5:45pm for 6:00pm commencement of proceedings  
*Public Opening -*  
Wednesday, 29 October at 7:45am for 8am commencement of proceedings  
**Where:** Corner of Sneydes Road and Boardwalk Boulevard, Featherbrook

Interviews and photo opportunities are available.

For further information please contact **One Green Bean** on (02) 8020 1839.