

Woolworths Matraville welcomes first customers to new store

Monday, 24 February 2014: Residents of Matraville will see the opening of one of Australia's most modern supermarket concepts on Thursday when Woolworths opens the doors of its new store on the corner of Bunnerong Road and Daunt Avenue.

The new \$4 million store will open at 8am on Thursday 27 February 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 Matraville Store Manager, Daniel Hermo, said 120 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 area.

"Our aim is to connect customers directly with our local fresh producers. 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 2,432 square metres, will include a pizza bar creating freshly made pizza to order and 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.

A convenient BWS store is also opening with a wide variety of drinks to help make everyday special.

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

Woolworths Matraville is celebrating the new store opening with donations to the local community including cheque presentations to Matraville Public School and Matraville Sports High School. Customers are welcome to join in all the opening day festivities.

The store will be open from 7am to midnight, Monday to Sunday.

MEDIA CALL

What: Opening of Woolworths Matraville
When: 7:30am for 7:45am commencement of proceedings on Thursday 27 February
Where: Woolworths Matraville, Corner of Bunnerong Road and Daunt Avenue, Matraville

Interviews and photo opportunities are available.

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

Ends