

Woolworths Schofields welcomes first customers to new store

Wednesday, 23 April 2014: Residents of Schofields will see the opening of one of Australia's most modern supermarket concepts on Thursday when Woolworths opens the doors of its new store at the corner of Railway Terrace and Pelican Road.

The new \$20 million store will open at 8am on Thursday, 24 April 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 Schofields Store Manager, Michelle Olsen, said 115 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 Schofields area."

"Our aim is to connect customers directly with our local fresh producers, such as Bakers Farms. 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," she said.

The new store, at 3,328 square metres, will include a bakery providing fresh bread daily, a pizza bar creating freshly made pizza to order, separate delicatessen and seafood departments and a convenient onsite BWS store. 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.

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

Woolworths Schofields is celebrating the new store opening with donations to the local community including a cheque presentation to Schofields Primary School and Riverstone Primary School. Customers are welcome to join in all the opening day festivities.

The store will be open from 7am to 9pm every day.

MEDIA CALL

What: Opening of Woolworths Schofields
When: 7:45am for 8am commencement of proceedings on Thursday 24 April
Where: Woolworths Schofields, Corner of Railway Terrace and Pelican Road, Schofields

Interviews and photo opportunities are available.

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

Ends