

Woolworths Seaford Meadows welcomes first customers to new store

Monday, 23 March 2014: Residents of Seaford Meadows 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 Grand Boulevard and Prow Drive.

The new \$4 million store will open at 6pm on Tuesday, 25 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 Seaford Meadows Store Manager, Scott Bartlett, said 88 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 Seaford Meadows 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," he said.

The new store, at 2,420 square metres, will include a pizza bar creating freshly made pizza to order, combined delicatessen and seafood departments and a full production bakery providing fresh bread daily. 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.

Fifteen checkouts will be available for customers including traditional, express and self serve checkouts. The store will have the added convenience of a click and collect service.

Woolworths Seaford Meadows is celebrating the new store opening with donations to the local community including a cheque presentation to Seaford K-7, Moana SLSC and Seaford Rise Primary. Customers are welcome to join in all the opening evening festivities.

The store will be open from 7am to 9pm Monday to Friday, 7am to 5pm on Saturdays and 11am to 5pm on Sundays.

MEDIA CALL

What: Opening of Woolworths Seaford Meadows
When: 5 pm for 5.30pm commencement of proceedings on Tuesday 25th March
Where: Woolworths Seaford Meadows, corner of Grand Boulevard and Prow Drive, Seaford

Interviews and photo opportunities are available.

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

Ends