

Woolworths Selandra Rise welcomes first customers to new store

Monday, 15 June 2015: Residents of Selandra Rise will see the launch of one of Australia's most modern supermarkets when Woolworths opens the doors of its new store on the corner of Linsell Boulevard and Selandra Boulevard.

The new \$18 million development will officially open at 7am on Wednesday, 17 June providing 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 Selandra Rise Store Manager, Belinda Rickard, said 70 people would be employed at the store, creating employment opportunities for the local area.

"We are delighted that the opening of the new Woolworths sees us welcoming so many new people to the company from the Selandra Rise 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," Belinda said.

The new store is 3,400 square metres and will include a pizza bar creating freshly made pizza to order, maxi bakery, case ready meat, seafood counter and convenient on-site liquor store.

The store will also include a focus on wellness with Woolworths' Macro range that includes free range, free from and organic choices.

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

Woolworths Selandra Rise is celebrating the new store launch with donations to the local community including a cheque presentation to Cranbourne East Primary and City of Casey. Customers are welcome to join in all the opening day festivities.

The store will be open 7am to 10pm Monday to Sunday

MEDIA CALL

What: Opening of Woolworths Selandra Rise
When: VIP Opening – Tuesday 16 June, 5:30pm for 6pm commencement of proceedings
Official Opening – Wednesday 17th June, 6:30am for 7am commencement of proceedings
Where: Corner of Linsell Boulevard and Selandra Boulevard, Clyde North

Interviews and photo opportunities are available.

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

Ends

WOOLWORTHS LIMITED