

Next generation of Woolworths stores unveiled on Sydney's Northern Beaches

Thursday, 10 November 2016: Loose organic fruit and vegetables and an increased health range are just some of new options for customers from today, as Woolworths Warringah Mall on Sydney's Northern Beaches reopens.

Boasting one of the country's largest supermarket health food offerings, the opening marks the start of the next generation of Woolworths renewal stores, with customers' health a key focus of the more modern and convenient shopping experience.

Customers will be able to pick their own loose organic fruit and vegetables from the largest organics range available within a Woolworths. 26 bays in one aisle are solely dedicated to healthy eating options with a large selection of new on-trend health foods and choose your own bulk foods and nuts.

The popular Free Fruit for Kids offering will also be organic - the first store in the country to do so.

Woolworths Format Development Director Rob McCartney said; "Warringah Mall represents the largest investment to date in our store renewal program and has been designed following a great deal of time spent understanding what our local shoppers are looking for.

"The store puts health at the heart of the shopping experience, encouraging customers to make healthier choices for themselves and their families."

Other new features of the multi-million dollar upgrade include an expanded freshly made in-store sushi section and a dedicated butcher cutting the meat to customers specifications, while also offering to spice and season.

The in-store bakery will be producing fresh stone baked and flat bread, with a cake shop making custom made cakes to suit any occasion.

A cheese room with a dedicated full time cheese expert will offer more than 100 locally sourced Australian cheeses, while the marketplace feel of the fruit and vegetables section will extend throughout the store.

"We're proud to promote our fantastic local suppliers throughout the store and to celebrate we'll be running a month long demo program where customers can come in store and meet with suppliers, who will be showcasing and sampling their produce and products," concluded Rob.

Warringah Woolworths is located in the Westfield Warringah Mall at Condamine Street and Old Pittwater Road, Brookvale NSW 2010.

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

Ends