

# Media Release

Wednesday 16 April 2025

## NEW COLES GROSVENOR STREET OPENS IN NEUTRAL BAY WITH A FRESH LOOK

**Coles transforms former site into a revitalised supermarket and Liquorland**

Coles is set to open the doors to its Neutral Bay supermarket on Grosvenor Street this Wednesday, 16 April, marking an exciting transformation which promises a refreshing shopping experience for the local community, complete with a revitalised supermarket and Liquorland.

The transformation of the Grosvenor Street site has created significant employment opportunities, with Coles hiring 145 new team members, many of whom will be entering the workforce for the first time, reinforcing Coles' commitment to supporting career growth and development within the community.

The new store will boast an open-front bakery full of delicious breads and pastries as well as flatbread flipped daily, a premium seafood selection with fresh catches on ice and an extensive range of deli items, fresh produce and quality meats.

For something extra, handmade sushi from Snowfox sushi is available in store alongside a delectable mochi ice cream bar and a scoop-and-weigh nut station which will add a special touch to the weekly shop.

For busy locals, the supermarket will provide a variety of grab-and-go meals and ready-made options, ensuring quick and delicious meals are always within reach.

With a focus on convenience, Click & Collect will be available from opening, featuring four dedicated bays for easy grocery pick-up. Customers will also have access to undercover parking directly beneath the store for a seamless shopping experience.

Coles Grosvenor Street Store Manager Trent Curtis, who has been with Coles for seven years, said his team is eager to bring something fresh to the local area while maintaining strong community connections.

"We are incredibly excited to bring new life to the Grosvenor Street site as a Coles supermarket — this transformation marks a new chapter for Neutral Bay shoppers and we can't wait to welcome the community back through our doors," Trent said.

"For me, the most rewarding part of my job is building a strong, motivated team and mentoring them as they grow their careers and with 140 new team members joining our store, many of whom are entering the workforce for the first time, I'm looking forward to fostering a supportive environment where they can thrive."

"I also love connecting with customers — both familiar faces or first-time visitors — and our new store brings a fresh shopping experience while keeping the strong community spirit that makes Neutral Bay special."

Coles Grosvenor Street will open alongside a new Liquorland store, offering a wide range of wine, beer and spirits, making it easier for customers to pick up their favourite food and drinks in one convenient shop.

Liquorland Grosvenor Street Store Manager Eugene Alexeev said he's excited to open the doors to a new

store offering something special for the local community.

"We've put a lot of thought into curating a premium selection for Grosvenor Street — with an impressive wine range, great local and international beer, and ready-to-drink options to suit every taste. Whether you're looking for a gift, something to pair with dinner, or just your go-to favourite, we're here to help you find the perfect drop," Eugene said.

"Being a local myself, I know how strong the community spirit is in this area, and our team can't wait to welcome customers and make Liquorland Grosvenor Street their new local favourite."

The refreshed supermarket will serve the local community while Coles continues to work with North Sydney Council on a broader development for Neutral Bay. This vision includes residential dwellings above a new world-class Coles supermarket, complementing the Council's plan for a revitalised town centre serving as the heart of Neutral Bay.

The new store will continue Coles' commitment to supporting local communities by partnering with food rescue organisation SecondBite, to donate unsold, edible food directly to charity group Hands and Feet to help feed those facing food insecurity in the area.

Coles Grosvenor Street is also partnering with North Sydney United Football Club, providing a donation to help support little athletes in the community.

The new Coles and Liquorland are located at 43-51 Grosvenor Street Neutral Bay NSW 2089. Coles will be open from 7am – 10pm Monday to Sunday and Liquorland will be open from 9am – 9pm Monday to Saturday and 10am – 7pm on Sundays.

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