



DAVID JONES

press release

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BP AND DAVID JONES EXPAND MARKET-LEADING FOOD AND CONVENIENCE OFFER WITH 21 ADDITIONAL STORES BY YEAR END

bp and David Jones have today announced the expansion of their market-leading offer to deliver fresh, high-quality products and innovative convenience, and shape the way Australian consumers shop for food.

The expansion will include 21 new stores to be opened by the end of 2020 across both Melbourne and Sydney – taking the total to 31 dual-branded sites in Australia.

These stores have all been carefully designed to cater to the expectations of busy, urban customers, offering David Jones Food food-for-now and food-for-later options, pre-prepared meals and groceries. Customers will still find the usual favourites they expect to find at any bp store, including the high-quality range of drinks and snacks at the Wild Bean Café and premium fuels on the forecourt.

Seven of the partner stores are planned for opening in Melbourne in suburbs Merrifield, Clyde, Epping, Caroline Springs, Eltham, Greenvale and Kingsway. Fourteen sites are earmarked to open in Sydney in suburbs Kellyville, Marden Park, Seven Hills, Willoughby, Caringbah, Mosman, Sydenham, Penrith, Thornleigh, Asquith, Engadine, Peninsula, West Ryde and Ourimbah.

All partner sites will also have a select range of the David Jones Food offering available to order on Uber Eats. The introduction of the Uber Eats online delivery option reflects significant customer demand for the service and has been met with strong uptake at existing partner sites. With Australian consumers forced to restrict their movements in recent months due to the COVID-19 pandemic, the service has been welcomed by customers during this challenging period.

Brooke Miller, bp Australia vice president sales and marketing said, “We know consumer needs are changing, especially during the current pandemic. Our strategy to lead the transformation of convenience retailing in Australia is resonating with our customers who lead busy lives and want easy access to healthy and delicious food, alongside bp’s other high-quality products and fuel offers.

“We are committed to delivering the best possible experience for our customers in welcoming, convenient locations as we continue to expand this great offer. bp and David Jones have developed a strong working relationship and we are thrilled to be working together as we further strengthen our partnership,” Miller added.

Pieter de Wet, managing director David Jones Food, said, “David Jones has embarked on a very exciting journey with our partner bp, with the aim of transforming fresh convenience food in the Australian market.

We have been delighted with the performance of our 10 trial stores in Victoria and New South Wales, and the feedback and response from our customers has been very positive.

“David Jones and bp are two iconic brands that share complimentary skills and similar service values, and we work extremely well together. We are excited about the next phase of the rollout and the opportunity to share our quality offering with even more customers in Victoria and New South Wales.”

- ENDS -

bp in Australia

bp has a proud history of operations in Australia, celebrating 100 years in 2019. bp is one of Australia’s leading premium fuel retailers with around 1,400 branded retail fuel sites across the country, of which approximately 350 are company-owned, and more than 1,000 are owned and operated by our independent business partners.

bp is engaged in the exploration and production of oil, natural gas and liquefied natural gas and the refining and marketing of petroleum and lubricant products in Australia.

bp has set an ambition to become a net zero company by 2050 or sooner, and to help the world get to net zero. Our local team is working hard on our low carbon goals via alternative energy solutions, technology and as a gas producer. To that end, bp Australia has recently co-funded a feasibility study into an export-scale renewable hydrogen energy production facility in Western Australia.

Find more information about bp in Australia [here](#).

About David Jones

David Jones is Australia’s leading premium department store retailer. The iconic department store first opened its doors in 1838 with a mission to sell ‘the best and most exclusive goods’ and celebrated its 180th anniversary in 2018. It is also the oldest continuously operating department store in the world still trading under its original name.

David Jones currently has 48 stores in Australia and New Zealand, as well as its online store. David Jones Food is a key category within the David Jones offering and includes leading fresh, food-for-now and food-for-later ranges, in-store dining and cafés. The brand launched its first standalone food store at Capitol Grand (Vic) in October 2019.

David Jones commenced an extensive refurbishment of its iconic Elizabeth Street flagship store in Sydney in 2018, and unveiled the new Elizabeth Street Food Hall in March 2020.

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