



DAVID JONES

press release

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BP & DAVID JONES OPEN FIRST STORE DELIVERING MARKET-LEADING FOOD AND CONVENIENCE OFFER, ALONGSIDE QUALITY FUELS

BP and David Jones have today opened their first store in collaboration in Bayside, Melbourne, to deliver fresh, high-quality products, innovative convenience offers and shape the way Australian consumers shop for food.

BP Bayside, on the corner of North Road and Nepean Highway, showcases the new dual-branded look and feel, alongside BP's quality fuels offer. BP and David Jones Food are proud to have more than 400 products on offer at Bayside, with food-for-now and food-for-later options, pre-prepared meals and groceries. The store also stocks the usual favourites customers expect to find at any BP store, including the Wild Bean Café.

BP Bayside is open 24 hours every day, has easy-access parking and has been carefully designed to make the shopping experience as seamless as possible for customers, including self-service checkouts.

Five other partner stores are planned for opening in Melbourne between December 2019 and March 2020 in suburbs Ringwood, Glen Waverley, Brighton, Clarendon and Greensborough. Five sites are earmarked to open in Sydney from February to April 2020, in suburbs Rozelle, Artarmon, Kingsford, Ashfield and Mosman.

Insights and customer feedback from these initial 11 stores will inform the next phase of development for the partnership. BP and David Jones will look to expand to additional stores within BP's national retail network in 2020.

Brooke Miller, BP Australia vice president sales and marketing said, "Our Bayside BP and David Jones Food Store offers customers a glimpse into the future of shopping on our Australian forecourts – aiming to deliver an outstanding retail experience for the highest quality fresh food at great value.

"The store design has been carefully planned to cater to the expectations of busy, urban customers while still providing BP's usual high-quality offers such as the Wild Bean Café," Miller said.

"This is another important step in BP's strategy to transform convenience retailing in Australia and deliver market-leading fuels, technology, rewards and differentiated convenience offers to Australian consumers.

“It’s been a real pleasure to work with David Jones to develop this partnership and both companies are excited about offering Australian consumers something fresh, delicious and different,” she said.

Pieter de Wet, managing director David Jones Food, said: “Today represents an exciting new chapter for David Jones Food, as we extend our quality food offering into a new convenience format that will allow more Australians than ever before to access the range when and where it suits them.

“The carefully curated product range showcases David Jones Food’s enduring focus on quality, innovation and taste. As consumer behaviour changes and demand for fresh and accessible food-for-now and food-for-later options continues to increase, we’re excited to present a new concept to Australian consumers that’s set to change the way they shop for food.”

The partnership combines David Jones Food’s exclusive, high-quality product range with BP’s global expertise in convenience retailing and national footprint, giving customers access to locally sourced, ready-made meals and other fresh, quality offers at selected BP sites.

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Notes for editors:

Food-for-now options include a range of delicious prepared meals and salads, sandwiches, pastries, snacks and sweet treats for customers to consume straight away or with quick preparation. Meals include a variety of choices, from Asian-inspired Green Curry Chicken to Indian-inspired Butter Chicken and a range of vegan-friendly plant-based meals.

There is a wide choice of dinner solutions, including favourites such as lasagne and mac & cheese, as well as David Jones Food’s popular free-range rotisserie chickens, which are cooked on site throughout the day. Ready-to-cook meat and chicken, prepared salads and vegetables provide great options for customers who are time poor, but still want to cook for their family and friends.

The grocery range includes pantry and fridge essentials, such as olive oil, salt and pepper and peanut butter, as well as last-minute gifts including flower bouquets and quality chocolates.

About BP

BP has a proud history of operations in Australia and in 2019 is celebrating its centenary. 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. 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 will unveil the new Elizabeth Street Food Hall in March 2020.

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