



MEDIA RELEASE

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Online shopping trend soaring

Hastings Co-op has capitalised on the growing popularity of online shopping by launching a new site for busy locals.

The new and improved Hastings Co-op IGA site makes it easier than ever to sit back and click away from the comfort of home.

Chief executive officer Allan Gordon said the launch of the new site on July 1 has been well received from customers as far north as Telegraph Point, south to Kendall and west to Comboyne.

“One month on, it’s great to be receiving lots of positive feedback and return customers,” he said.

“We understand that people are busier than ever, so online shopping is a necessity. There are also lots of locals who find it hard to get into a local IGA, so the site caters for these customers as well.

“What makes our online shopping site different is that we offer the same range, prices and specials as instore, which isn’t always the case with competitors,” he said.

“Shareholders and Co-op 100 members also enjoy the same benefits as in store.

“While we offer flexible delivery windows, customers can also collect their groceries from their local store if they wish.”

All online grocery orders are packed with care in protected sealed boxes and using gel ice packs for freezer and fridge items.

A 100% guarantee is offered on grocery freshness and quality and in the instance where a product is unavailable, a substitute product is offered or a full credit is given on the item.

As an incentive to test online ordering customers placing their first order receive \$10 off when they enter the code ‘1STCUST’ at the online checkout.

The online ordering site can be found at www.hastingscoop.com.au

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