

Barbeques Galore open newly designed Hornsby Westfield store with enhanced customer experience.

Barbeques Galore have continued the rollout of their new store format and experience which is already proving to be a major hit with customers. Opening the new Hornsby store, the new design helps Barbeques Galore to celebrate the Aussie barbeque with an immersive retail experience. Fans of the show MasterChef have reason to be excited with a fan-favourite, MasterChef Junior 2020 Finalist Carter joining the retailer to celebrate the grand opening.

The store presents a large range of gas and solid fuel barbeques from leading brands including Beefeater, Kamado Joe, Heston by Everdure, Beefmaster and Ziegler and Brown, in a warm inviting environment, with new signage, lighting, and layout, around a cooking demonstration area at the centre of the store. Alongside the Barbeque range, you will also find a broad selection of Accessories, Outdoor Furniture, and Wood Heating products to explore.

This store is just the latest as part of a national rollout of the new store design, with a number of stores already open across Queensland, New South Wales and Western Australia. Barbeques Galore CEO Angus McDonald explains, “we are making significant investment in the upgrade of our retail experience across a number of locations across Australia. Since opening our first store in 1977, Barbeques Galore has been helping Australians to Barbeque better, and this investment reflects our passion to continue helping our customers get the most from this important part of our culture.”

The new Hornsby Westfield store is now the second new experience store to open within a Westfield shopping centre, following the successful opening of Warringah Mall earlier in July this year. The new Barbeques Galore store arrives as part of a redevelopment of level 3 at the Westfield Hornsby centre, alongside Harvey Norman.

Reflecting on the positive feedback from customers and employees so far around the new store design, McDonald says “these new stores are a breath of fresh air for Barbeques Galore, bringing a genuine excitement and sense of pride in what we are doing”. The Australian retailer is already working on securing additional locations for further rollout of this new store design, while continuing to invest in developing new ranges, investment in training and development of team members and upgrading its ecommerce systems to remain compelling in a rapidly changing retail environment.

Junior Masterchef 2020 Finalist, Carter joins the Grand Opening on Saturday 14th, between 11:30am and 12:30pm

Contacts

Alyssa Gardiola
0297354175
mailto: marketing@bbqgalore.com.au