

Woolworths supermarket goes mobile

Wednesday 15 February 2012: In an Australian first, Woolworths is revolutionising grocery shopping by giving customers the power to shop the supermarket aisles and purchase groceries from their mobile phone. From today, customers can download or update the Woolworths App for free and shop virtually anywhere with purchases delivered to their home or work at a time convenient for them.

Tjeerd Jegen, Woolworths Director of Supermarkets, said "Mobile shopping will transform the way our customers shop. We are proud and excited to be the first supermarket in Australia to offer our customers mobile shopping.

"Customers want options about how and when they do their fresh food and grocery shopping. Woolworths understands this and we are the first supermarket in the country to offer customers a tailored, practical and easy to use solution to suit their lifestyle and individual shopping needs.

"The update to the Woolworths App will enable customers to browse the supermarket aisles, order and pay on their mobile phone. They will also be able to scan items to build their shopping list and then convert it to an online order.

"Since its launch in August last year, the Woolworths App has been downloaded by 1.5 million Australians and the most common piece of customer feedback we received was - when can I shop online from my phone? We've listened to that feedback and worked quickly to make this a reality for our customers.

"The new and improved App will still offer customers the same great features with an aisle ordered shopping list, a barcode scanner, hundreds of recipes, exclusive Everyday Rewards member offers, weekly catalogue specials and now mobile shopping.

"Woolworths online shopping has the reach to service 90 per cent of the Australian population. Now with the launch of mobile shopping, we are offering customers another choice of how they do their shopping, whether this is in store, online or via their mobile phone," Mr Jegen said.

The Woolworths App is available to iPhone and Android customers and is free to download. Customers can simply search for "Woolworths" in the App Store or Android App Marketplace.

Key features available on the Woolworths App for iPhone and Android include:

Mobile shopping: Create a shopping list then pay and order via your mobile to have groceries delivered to your door. My Specials: Exclusive offers for Everyday Rewards members and fuel savings vouchers. Shopping lists: Create, edit and save shopping lists that will appear in the aisle order of your preferred store and share with other App users. Product Finder: Search for products by name or category, scan the barcode and add them to your shopping list. Weekly catalogue: Display weekly catalogue specials currently available at your local store.

For further information please contact the Woolworths Press Office on (02) 8885 1033.