



# COLES LIQUOR

RETAIL DESIGN



Australia Wide

LOCATION

BRD Group are proud to be a preferred external design consultant, working with Coles Liquor on the transformation of the "First Choice" brand across to "First Choice Liquor Market" as well as all Liquorland and Vintage Cellars projects Australia wide.

## FIRST CHOICE LIQUOR MARKET



Working closely with the Coles Liquor Planning Team, BRD Group have worked on more than 80 stores Australia Wide, developing full existing conditions documentation, followed by town planning documentation, illustrating the branding change.

This change has consisted of extensive work within the research and development stages, through to the overall building branding and signage elements, to ensure these are in line with the corporate identity.

## LIQUORLAND & VINTAGE CELLARS

The team have been working hand in hand with the Coles Liquor Planning Team on over 160 stores across Australia, ranging from store alterations and refreshes, to brand new stores.

