



ENDEAVOUR
DRINKS GROUP

Endeavor Drinks Group gives customers greater control over online deliveries

Tuesday, 7 November, 2017: Endeavour Drinks Group (EDG) is making life easier for customers, allowing them to re-schedule a delivery up to midnight the night before it is due to take place.

In an Australian-first for Liquor Retail, the new 'Messenger' service lets the customer take greater control of delivery dates to suit their busy lives.

Initially offered to Dan Murphy's, Cellarmasters, Langtons, and Winemarket.com.au metro customers, this new functionality provides a personalised delivery service and ability to track their deliveries with personalised messaging.

The move follows the launch of BWS Quick Service Delivery across more than 200 metro stores in Brisbane, Sydney and Melbourne over the last few months.

General Manager of EDG Customer Logistics, Claire Smith said; "We know our customers lead busy lives and are looking for more convenient ways to do their shopping.

"The new messenger service provides them with an innovative and user friendly way to take greater control of their shopping delivery."

As part of the 'Messenger' service, customers can look forward to the following key features:

- Ability for customers to automatically re-schedule their deliveries through a purpose built app up to midnight the night before delivery
- Ongoing communication through email and SMS notifications and updates both pre and post delivery keeping them informed on their delivery status
- Personalised messages with their name and the name of the delivery driver
- Reconfirmation of delivery instructions in email and SMS

Endeavour Drinks Group has continued to grow its in-house delivery service to better cater to the nature of wine, beer and spirits boxes being fragile and heavy items that require high touch, manual sorting, along with a commitment to the responsible service of alcohol.

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For further information please contact the **Woolworths Group Media Team** on (02) 8885 1033