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Kitchen Warehouse To Launch Remodelled WA Stores

Following a massive 60% growth in store revenue in the past year, Kitchen Warehouse is set to unveil massive renovations at two of its major WA stores, Midland and Cockburn, with most other WA stores set to follow.

Thanks to an agile approach to change, Kitchen Warehouse enjoyed continued growth last year, even in the face of the global pandemic. With an exciting and secure future ahead, the company plans to give WA stores a makeover to mirror the look and feel of newer Kitchen Warehouse stores on the East coast.

“The global pandemic opened up a new demographic for Kitchen Warehouse, as younger audiences developed a more serious interest in cooking while others took a renewed interest and looked to upskill. This has given us the opportunity to extend and revive our brand shopping experience to all stores, particularly in WA,” said Kitchen Warehouse marketing director and co-owner, Justine Murphy.

She said the company had worked hard to find ways to keep customers engaged despite disruptions to retail opportunities. With more people than ever before finding time to get busy in the kitchen, it was important to find a way to nurture the new-found enthusiasm despite having fewer opportunities to connect with customers in person, in store.

Innovative marketing strategies enabled the company to stay connected to customers and to build loyalty.

And with transformations at Midland and Cockburn nearing completion, the company is preparing to roll out the red carpet, gather the community together and celebrate the reopenings.

The big reveal is scheduled for April 24th 2021 between 11am and 1pm and visitors can choose which of the two stores they would like to attend.

“While we are remaining tight-lipped about some of the surprises planned for the events at Midland and Cockburn, it can be revealed there will be plenty of tasty morsels to sample on the day as well as live demonstrations, surprise gifts and a giveaway,” Ms Murphy said.

Transformation of most other Kitchen Warehouse stores across Western Australia is scheduled for completion by October 2021 while Kitchen Warehouse Cannington moves from William Street to Albany Highway and is set to open on 24th May 2021.

Ms Murphy said Kitchen Warehouse was eager to give back to its loyal and growing community and extend a warm welcome to new shoppers.

“We’ve been extremely fortunate to see extensive growth over the past year with a 150% increase in online sales and 60% increase in store revenue. To show customers just how much their support means to us, we’ve been busy creating a very special and innovative loyalty program, which aims to connect and reward them in more meaningful and personalised ways.”

The company is set to launch its new loyalty program in late April. Customers can sign up in advance and stay in the loop by asking about the program in-store or visiting the website and subscribing to the mailing list.

The reopenings will take place at Kitchen Warehouse Cockburn, 87 Armadale Road, Cockburn, WA 6164 and Kitchen Warehouse Midland, 16/4 Clayton Street, Midland, WA 6056.

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