



Australia: BP partners with premium food provider David Jones

A pilot project will begin at 10 BP sites offering David Jones' high-quality food products in urban areas.

BP and David Jones have announced a partnership to create all-new centres of convenience and shape the way Australian consumers shop for food.

The partnership combines David Jones Food's high-quality product range with BP's global expertise in convenience retailing and national footprint, giving customers access to locally-sourced, ready-made meals and other fresh, quality offers at selected BP sites.

"The new stores will invite customers to explore the future possibilities of retail convenience in Australia. Drawing on the very best of each partner, the contemporary design will be ideal for our customers to shop the fresh, vibrant David Jones Food range or enjoy BP's Wild Bean café," said Brooke Miller, BP Australia vice president sales and marketing.

The new range will see more than 350 products on offer, including food-for-now and food-for-later options, as well as a diverse range of fresh items such as sandwiches, sushi and David Jones Food's top-selling free-range rotisserie chicken, plus pre-prepared meals and long-life groceries.

"Consumer behaviour is changing and demand for fresh, food-for-now and food-for-later options continues to grow. Customers expect convenience and quality to go hand in hand, and our collaboration with BP enables us to share the David Jones Food offering with more customers than ever before," explains Pieter de Wet, managing director David Jones Food.

Over the next six months 10 sites, strategically positioned around major arterials and key suburban regions of Melbourne and Sydney, will be transformed to showcase the new offer that has been designed with busy, urban, health-conscious customers in mind.

BP is one of Australia's leading premium fuel retailers with around 1,400 branded retail fuel sites across the country, of which approximately 350 are company-owned.

The partnership has similarities to that of [BP and Marks & Spencer in the UK](#) which has provided great results since 2004.