

Waitrose and John Lewis at Home Open in Basingstoke

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John Lewis and Waitrose has opened its largest co-located development in the UK in Basingstoke.

The 26,000 sq ft store is only the fifth Waitrose shop in the country to include a wine bar where customers can enjoy tapas and wines from its award-winning collection. Offering over 20,000 lines, Waitrose Basingstoke also includes a rotisserie and coffee shop and it is only the eighth store in the UK to include a juice bar.

The 46,000 sq. ft John Lewis is the retailer's 12th 'at home' shop. Basingstoke customers will discover one of the first ever Home Hubs, a dedicated area bringing together all of John Lewis's home design services, and showcasing the retailer's home interior products through a display of room sets. Leveraging the business' strength as an omni channel retailer, customers can choose from an edited selection of 16,000 products across furniture, furnishing accessories, homeware, technology and nursery departments in-store, and use iPad terminals to shop the retailer's full assortment online.

Branch managers Ali Gilbert (John Lewis) and Jamie Rodgers (Waitrose) cut the opening ribbon alongside the first Partner to be employed by each shop, and representatives from local organisations that both shops are supporting as part of its charitable Community Matters scheme: Ark Cancer Charity, Spotlight UK and Basingstoke NeighbourCare.

Ali Gilbert, branch manager of John Lewis 'At Home' Basingstoke, said: *"This marks a very exciting time for us and we're delighted to open the doors to the country's largest co-located John Lewis Partnership shops. Partners from both John Lewis and Waitrose have worked incredibly hard to get us to this stage and I'm very proud of everyone that has been involved. We've created another fantastic place for people to work and shop in Basingstoke and I look forward to meeting many new customers from the local area in the coming months."*

Jamie Rodgers, branch manager of Waitrose Basingstoke, added: *"I am proud to be part of a business that has placed so much investment in Basingstoke and the surrounding area. The new shops will enable us to deliver the customer experience the John Lewis Partnership is renowned for and will encourage even more people to visit Basingstoke. I am looking forward to playing a key role alongside our fellow traders at Basing View and in the town centre to help Basingstoke thrive."*

John Lewis at home and Waitrose Basingstoke brings John Lewis and Waitrose together in a unique way – the two shops will share office space, a dining room and locker rooms. This joint venture allows customers to shop at both John Lewis at home and Waitrose in one trip, and 'at home' customers will have the benefit of Waitrose's catering facilities.

John Lewis at home will be open Monday to Saturday from 9am – 8pm and from 11am - 5pm on Sunday (10.30am as browsing time).

Waitrose will be open on Monday to Saturday from 7.30am - 9pm and on Sunday from 10.30am until 4.30pm. The café will be open Monday to Saturday 7.30am until 8pm and Sunday 10am – 4pm.

The shops are located at Basing View, Basingstoke, RG21 4BF.

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For further information:

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