

SPAR Australia

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MEDIA RELEASE

SPAR Australia's latest flagship store arrives in Byron Bay

SPAR Australia has opened its latest flagship store in Byron Bay, one of Australia's leading tourist destinations.

The store represents another milestone in the development of SPAR Australia, which opened another flagship store in Port Vila, in the Republic of Vanuatu late last year.

The new store incorporates some of the leading design attributes that SPAR is renowned for overseas with an outstanding retail offer that combines the best of convenient shopping with a comprehensive product range.

SPAR Australia Chief Executive Officer, Leigh Carson, said he is delighted to bring the flagship store to Byron Bay and commented on the extensive work that went into its design.

"It was a significant challenge to design a store that suited the layout of the existing building, provided two entrance ways and ensured easy access to the underground parking," Mr Carson said.

"The process involved input from SPAR International's design team – the same team behind the design of SPAR's store in China which recently won the prestigious International Convenience Retailer of the Year Award for 2009.

"The store features high quality polished stone flooring, a blackened ceiling and the latest in Thorn Lighting.

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“It’s also the only major retail complex in Byron Bay with underground parking, which should ease the area’s notorious parking problems and will provide shelter for customers shopping with their children.”

Along with first-class store design, SPAR Byron Bay also offers a comprehensive range of organic and healthy foods, and boasts a gourmet deli, meat department and SPAR’s Treehouse food-to-go coffee and light meals.

Store Manager and Byron Bay local, Phil Gibb, has 30 years’ experience in food retailing and believes customers will appreciate SPAR’s dedication to sourcing locally produced products – including locally supplied organics.

“We have the best of a European offer with a fresh food market feel. We stock a full range of grocery, dairy, freezer, fresh meat, deli and bakery lines, as well as over 3000 health and organic products,” Mr Gibb said.

“SPAR strongly believes in supporting the communities in which it operates as much as possible. We employ 75 Byron locals in the store and we’ve had tremendous support from local produce and product suppliers. The store currently stocks local coffee, meat, nuts and honey.

“Just as locals will enjoy the benefits of the variety, quality and convenience on offer, many holiday makers will also appreciate the feeling that comes with shopping with a familiar brand, especially when they are far from home.

“SPAR has an extensive presence across the world, particularly throughout Europe, and tourists from these countries will immediately recognise the SPAR name.”

While doors opened on 16 December 2009, an official store launch will be held on Thursday January 28, 2010 and will include food tastings, competitions and a variety of entertainment.

SPAR Byron Bay is open every day of the year from 7 am to 10 pm, except Christmas Day and Good Friday.

SPAR is a global success, operating in 33 countries around the world. SPAR stores are all 100 percent locally owned. SPAR injected almost \$400 million in sales into Australia’s retail economy last year. Worldwide, the SPAR group serves more than 10 million customers every day and supports local communities all over the world by sponsoring local sporting clubs, charities and community events.

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