

SPAR Australia

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MEDIA RELEASE

SPAR opens its first store in the Republic of Vanuatu

SPAR Australia, under its recently signed Permanent Licence Agreement with SPAR International, has facilitated the opening of SPAR's first store in Vanuatu, further expanding the brand's extensive global network.

According to SPAR Australia CEO, Leigh Carson, the decision to open a SPAR store in preference to other supermarket chains demonstrates the strength and reach of the brand.

"The store owner, Michel Gandon-Leger, had secured a vacant supermarket in Port Vila's main street and was open to suggestions about which supermarket brand to establish there," Mr Carson said.

"Michel had heard the benefits of operating under the SPAR brand from other friends in business and was interested in finding out more. Once he made contact with me and we met in Australia, the wheels were quickly set in motion.

"He wanted to run a diverse operation and the SPAR format is flexible enough to meet that need. The Port Vila store has a mix of grocery, dairy, freezer, in-store butchery, deli, seafood, liquor, duty-free goods and a pharmacy, as Michel is a pharmacist by profession."

After the contract was signed with SPAR Australia in July this year, Mr Gandon-Leger undertook substantial refurbishment of the premises to create a quality shopping experience for locals and international tourists.

The store is the only supermarket in the main street of Port Vila, and will service locals and a sizeable tourist population with around 150 cruise ships docking in the picturesque port each year.

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The store has a retail trading area of 1250 square metres and operates seven days per week from 6 am to 8 pm, making it attractive for tourists staying in the heart of Port Vila to pick up grocery items when it is most convenient.

SPAR Australia has assisted with the set up of the store, as well as supplying a diverse range of grocery products from its distribution centre in Brisbane.

Mr Carson said the Port Vila store features the latest electronic ticketing technology that provides a digital shelf price for customers and allows store personnel to change prices on individual items quickly and easily via a digital read-out.

“The operators have worked very hard on the store opening after months of careful planning. We are also delighted that SPAR Australia has been able to assist SPAR to expand its international reach,” Mr Carson said.

“The fact that SPAR was chosen shows that it is recognised internationally for its quality and outstanding retail offer which meets the needs of customers around the world.”

The store officially opened its doors on December 1 with advertising and promotions in the lead-up to the store opening including an advertising campaign on local radio and other local promotions.

SPAR is a global success, operating in 33 countries around the world. SPAR stores, all 100 percent locally owned, 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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