

SPAR Australia

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MEDIA RELEASE

Mackenzie Row SPAR Express wins Express Store of the Year Award

SPAR Express Mackenzie Row in Toowoomba is celebrating this week after taking out the prestigious 2010 SPAR Express of the Year Award for the second time in successive years.

Announced at the 2010 SPAR Gala Awards Dinner held on the Gold Coast over the weekend, the SPAR Express Mackenzie Row store also received Awards for Fresh Food Excellence and Store Standards Excellence to cap an outstanding year for the Toowoomba outlet.

According to the Mackenzie Row SPAR Express owner, Geoff Batzloff, he and his wife Tracie were overwhelmed to win back-to-back Awards and he paid tribute to the contribution of his staff.

“We work very hard every year and to be officially recognised with a major national Award two years in a row says a great deal about the quality of our staff,” Mr Batzloff said.

“This year, we even gave the Awards Manual to our staff and asked them to ensure we maintained our standards. They clearly did an outstanding job and I can’t praise them enough.

“We have 17 staff and they all played a major role in the win.”

Mr Batzloff said his store also focused heavily on implementing quality systems and procedures and providing competitive prices, excellent customer service and a very different stock offering to the larger supermarkets in Toowoomba.

“We don’t want to compete with the big supermarket chains so we stock different products and try to provide much higher levels of customer service.

“It seems to be working because we now get people from all over the place, even as far away as New South Wales, coming to the store to get some of our gourmet products that they can’t get anywhere else.”

SPAR Australia's Chief Executive Officer, Leigh Carson said the SPAR Awards were a great way to recognise retailers for their high levels of service and customer satisfaction – characteristics that the SPAR brand is famous for throughout the world.

“SPAR Express Mackenzie Row has done exceptionally well winning three of our awards and in particular, the SPAR Express of the Year award. These tremendous results are testament to the hard work Geoff & Tracie consistently put into their store to ensure excellence in all areas,” Mr Carson said.

SPAR is a global success, operating in 31 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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