

## NEWS

# Convenient combo as Rocky's first dual supermarket

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CONVENIENT COMBO: Ian Kinsey is looking forward to operating both SPAR and his Go Vita health food store on Fitzroy St.

Chris Ison Rokcstore

IAN Kinsey has opened the doors to Rockhampton's first ever dual supermarket.

And his combination of a traditional supermarket and an organic supermarket has locals already rushing through the doors.

Ian, owner of SPAR and Rocky's Go Vita health food store, said he saw a demand for a dual supermarket in town. "In the area of Allenstown there was a gap in the market where there was a large Woolworths but there wasn't really a convenience store in the right location," he said.

"I opened Go Vita in July and it's been going really well but the plan was always to open the two businesses right next to each other to offer the two choices of traditional and organic shopping.

"Pairing a traditional supermarket with an organic one is a really viable business unit; they complement each other and I think it's going to really benefit Rockhampton."

As an owner of multiple businesses in Blackall, Ian knows times have been tough but is positive his new business plan will attract the everyday grocery shoppers. "It's a risk that you take and it will take a while for customers to come over but if you have the right thing on offer the business will come," he said.

"Nowadays the trend is just for people to buy what they need for each meal per night rather than do a big weekly shop.

"There's an incredible amount of people that are sick of the big supermarkets who would rather shop at local independents where they know they are supporting a local business.

"The combination of Go Vita and SPAR means people can shop in a local environment where they can know the cashiers by name and have that social aspect of shopping back that's missing from large supermarkets."

SPAR opened its doors last Friday and is located next door to Go Vita on Fitzroy St.

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