

SPAR Australia

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MEDIA RELEASE

Everyday SPAR convenience hits New Auckland

New Auckland locals no longer need to go out of their way to do their everyday shopping, with the opening of SPAR Express in Shaw Street.

The grand opening will be held this Saturday, August 22 from 10am and will be celebrated with a ribbon and cake cutting, a free sausage sizzle, in-store discounts, competitions and giveaways throughout the day.

Visitors also get the chance to meet former rugby league and State of Origin player, Gary Larson, and the Zinc FM Street Team.

Store manager, Sue Watts, believes customers will enjoy the convenience of the store's long opening hours and central location.

"We've been open for just over a week now and people keep saying they've waited a long time for the convenience our store provides," Sue said.

"Before locals had to travel out of their way across the Dawson Highway to get to Woolworths or Coles, but now they can come to us and shop seven days a week for anything from the newspaper to general groceries.

"SPAR prides itself on its convenience and putting customers' needs first, and we believe we're offering New Auckland residents a handy shopping alternative that's just minutes from home.

"My staff and I are looking forward to this weekend's launch so we can meet more of the community, introduce them to the SPAR shopping experience and ensure they have a great day out with their families."

The 400m² store is located in the Avion Centre and like all SPAR stores is set apart by its clean, modern and innovative design, and delivering the highest quality food.

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SPAR also prides itself on its focus on local communities, and Sue assures customers the store will create new jobs and support their community.

“After more than 35 years experience managing other supermarket and variety stores, it’s refreshing to see the priority SPAR places on giving back to the very people that keep them going,” Sue said.

The SPAR brand is a global success boasting around 13,610 stores in 31 countries. SPAR is an acronym that means "Save" in Europe and last year, SPAR stores, all 100 percent locally owned, injected almost \$300 million into Australia’s retail economy.

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.

In Australia, SPAR is 100% owned by SPAR Australia Limited and is co-owned by its retail shareholders.