

SPAR Australia

Fox Road
Locked Bag 30
Acacia Ridge Q 4110
TEL: +61 7 3715 3000
FAX: +61 7 3715 3001

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MEDIA RELEASE

World's largest independent supermarket group opens its latest Sydney store

The world's largest independent supermarket group, SPAR, will bring its unique, European-style shopping experience to Alexandria on Saturday, March 6, when its latest flagship supermarket opens with a major launch event on the corner of Wyndham and McEvoy Streets.

While the SPAR brand is a household name throughout Europe and other parts of the world, it has quietly built its Australian presence and now has over 100 stores operating throughout Queensland and New South Wales.

The Alexandria store is the fifth SPAR store in Sydney and continues the company's Australian expansion plans which are designed to ensure consumers have a genuine alternative to the existing major supermarket retailers.

According to SPAR Australia's Chief Executive, Leigh Carson, the new SPAR will be the company's first flagship store in Sydney incorporating the highest quality fit-out and a shopping experience specifically tailored to the local market.

"Australians have largely experienced the American, one-size-fits-all shopping experience and we bring a very different offer to the market," Mr Carson said.

"Under our business model, each store is locally owned and operated which provides the owner with total autonomy in terms of what they stock, how they operate and what local community activities they support.

"It means each store can tailor its offering to the local market while still having access to the buying power of a global brand. It has worked very well all over the world and now the people in the Alexandria area can experience it for themselves."

SPAR Alexandria owner, Nathan LoRusso, said he would stock items that were particularly relevant to the local market which includes a high proportion of Gen Y residents and busy young professionals.

“In a phased launch, the supermarket will be open from day one then a month later a Thai restaurant will open in the store. A month later again and our fine wine bottle shop will also open,” Mr LoRusso said.

“There will be an emphasis on the highest quality food-to-go, international foods from Italy, Asia, India and South Africa as well as a premium quality deli with European cheeses and all meat sliced on demand.

“Basically, we will have a large range of the highest quality international and local produce as well as stocking the generic household goods that everybody needs.

Once the restaurant and fine wine bottle shop are open, all three sections of the complex will be connected by moving walkways and elevators to make it as easy as possible for customers moving around the complex with trolleys.

Mr LoRusso said SPAR’s international reputation for the highest quality store design and fit-out, its tailored range of stock and the support it provides to local communities would ensure his store would provide a very different shopping experience for Alexandria residents.

“These were the things that appealed to me and the reason we know SPAR will be a success in what is a very discerning local market.

“SPAR has more than 13,610 stores in 31 countries around the world so it’s a perfect time to open a Sydney outlet. They’ve been successful all over the planet and Sydney will be no different.”

Mr LoRusso said the new store would not only offer customers a fresh new shopping experience, but the launch event on March 6 would literally provide a taste of what the store will offer.

“There will be meat and sausage tasting, fine food and wine stalls, a cooking workshop with the Barilla Head Chef and those who attend will also have the chance to win a motor scooter, CIRA cooking classes, food hampers and more,” Mr LoRusso said.

“The first 500 customers will also receive a SPAR sample bag while thousands of items will be on special for the launch.”

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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For further information, please contact:

Lisa Peebles, Marketing & Promotions Officer – SPAR Australia on (07) 3715 3138

Geoff Gale, GM Merchandise and Marketing - SPAR Australia on (07) 3715 3191