

## **PRESS RELEASE**

17<sup>th</sup> June 2011

# Jardin FreshLife

## **SPAR Australia Launches New Store Concept, Jardin Fresh Life**

SPAR Australia is today proud to launch its new brand, **Jardin Fresh Life**. The inaugural store, located in Tuggeranong Hyperdome, is owned and operated by Frank Iannelli and his family. With a long history in fresh produce and retailing, the Iannelli Family are perfectly suited to being the first independent retailers to join this flagship brand.

Within SPAR Australia's strategy and platform for future growth, the need for an additional brand was identified to compliment the traditional SPAR offer in the market. The new brand, Jardin Fresh Life, symbolises large format stores with a major focus on Fresh. This symbolic name was inspired by the desire to bring garden fresh produce to the tables of customers to inspire a move towards greater health and wellbeing. Jardin (French for garden) Fresh Life is the conduit from the paddock to the plate. SPAR Australia Managing Director Lou Jardin, says "We see this brand as providing a viable alternative for consumers, where they will receive personalised service, quality products and a sense of community, all from a family business".

As with all of SPAR Australia's endeavours, this launch is aligned with SPAR's business principal of supporting independent retailers through the motto of "family business helping family businesses". Since becoming Managing Director of SPAR Australia in December 2010, Lou Jardin has vowed to continue to provide competition at the wholesale level, ensuring independent Retailers are able to source deals that allow them to compete in the market and ensure the survival of family businesses in the grocery industry.

Jardin Fresh Life features a tight grocery range in a market style atmosphere. The 1,080m<sup>2</sup> store exhibits outstanding Fresh departments where quality and range are paramount. Both produce and seafood are sourced fresh from the markets daily and in-store butchers prepare all of the quality meat on site and cut to customer requests. The store's continental deli, fresh bakery department, grocery, liquor and specialty foods round out the offer to ensure all of the store's customers' needs are met with ease. The extensive range of continental and international foods available demonstrate the understanding and dedication Jardin Fresh Life has to catering for their local community.

Jardin Fresh Life will promote healthy eating and healthy living to their customers. In these days of pre-packaged convenience, Jardin Fresh Life are committed to making Fresh Food affordable and to assist in educating their customers. The brand also plans to implement other aspects of social responsibility and environmental sustainability throughout its development.

Jardin Fresh Life is located in the underground carpark level in Tuggeranong Hyperdome and is a highly visible destination store. With major competition in the Centre, Jardin Fresh Life is a high volume, competitively priced store, ensuring excellent value for customers.

The Iannelli Family's experience in Fresh Food stemmed from growing up on the family farm in Cooma, which was one of the largest producers of broccoli and lettuce in Australia. This exposure allowed the Iannelli brothers to learn the intricacies of the fruit & veg industry before following their father into retail when the family opened a store in the Belconnen Fresh Food Market in 1998. Brothers Frank, Marcus and Anthony worked in the family's fruit stores for over a decade before opening their own store in Tuggeranong Hyperdome in May 2010.

Third generation green grocers, Frank is the Store Manager and oversees the Produce and Deli Departments, Marcus manages the Meat and Seafood Departments and Anthony runs the Grocery Department. When asked about the business' plans for the future, Frank advised that it is simply to "Grow the business and continue to provide the best Fresh Food offer in Canberra".

Committed to supporting their local community, the store has been supporters of the Oz Harvest initiative since opening, every week donating food to the hungry. The Iannelli Family believe it is important to support community initiatives such as this and to assist in providing Fresh Food to all Members of the Community.

The Grand Opening Celebrations of Jardin Fresh Life will be held at the store on Saturday 25<sup>th</sup> June with formalities commencing at 10am. All members of the community and media are invited to attend this exciting launch event where there will be entertainment, giveaways, tastings and unbelievable specials!

Speaking of the opening, Mr Jardin advised "This is a very exciting time for us. The quality of the products in each department is outstanding and we are excited to have partnered with Frank and his family to bring our new brand to life".

-Ends-

For all enquiries please contact:

Rebecca Andrew  
Marketing Manager  
SPAR Australia Ltd  
0405 711 876

Lou Jardin  
Managing Director  
SPAR Australia Ltd  
0417 279 176

