

PRESS RELEASE

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Jardin FreshLife

SPAR Australia Launches first Jardin Fresh Life store in Sydney

SPAR Australia is today proud to announce the launch of its first **Jardin Fresh Life** store in Sydney. Located in Station Plaza, St Marys, the 1,800m² store is owned and operated by Helen & Joe Nohra and Sam & Rose Cantarella and their families.

Earlier this year, 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 resulting 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. With the first store opened in Tuggeranong, ACT, in June, the launch of the St Marys store is testament to the strength of the brand. 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".

This family business focus is a key factor in the partnership which has been developed in launching Jardin Fresh Life St Marys. Joe started his working life in retail and has always dreamed of getting back into it. Running a business is nothing new for this team whose history shows Helen & Joe working together for 25 years in manufacturing frozen foods with Sam Cantarella joining them with the development of Mamma Rosa's Kitchen which has been successfully running for over 10 years. Within the stable of this family focussed business, they also have an importing business which allows them to bring Italian Wine into the community at affordable prices. While supplying the retail industry is nothing new for the Nohra & Cantarella families, being at the frontline in a fresh food hub and supermarket is a new challenge they are excited about.

Jardin Fresh Life St Marys is located in Station Plaza, St Marys and is a highly visible destination store. With major competition right next door, Jardin Fresh Life is a high volume, competitively priced store, ensuring excellent value for customers. Price and quality are of prime importance in this store with competitive grocery shelf prices compared to the chains and a very strong promotional program in all areas of the business.

Jardin Fresh Life features a large grocery range which has been tailored to meet the needs of the local community. The store exhibits outstanding Fresh departments where quality and range are paramount. Produce is sourced fresh from the markets daily and the quality meat on offer is also locally sourced. The store's fully serviced continental deli featuring choice meats and cheeses, fresh bakery department, grocery and specialty foods round out the offer to ensure all of the store's customers' needs are met with ease. The extensive range of European and international foods available demonstrate the understanding and dedication Jardin Fresh Life has to catering for their local community.

When asked what some of the key differences customers can expect at Jardin Fresh Life St Marys were, Sam advised "Our store offers friendly service and the range has been created specifically for our customers. Helen & Joe have lived in the local area for over 20 years so they are aware of the needs & spirit of the St Marys community. We also have chicken at really low prices!"

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.

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.

In reflecting on their brand selection, Sam advised "The reason we are opening Jardin Fresh Life St Marys is because we are conscious of small business competition with the big two. Jardin Fresh Life offered this. It will provide competition in the St Marys area. SPAR Australia is also an Australian owned company which is important to us. Their proven track record for fresh quality produce, excellent grocery selection and service is great".

Committed to supporting their local community, the store is actively seeking partnerships with local schools and sporting clubs. The Nohra & Cantarella families believe it is important to support community initiatives and to assist in providing fresh food to all members of the Community.

The Grand Opening Celebrations of Jardin Fresh Life St Marys will be held at the store on Saturday 26th November with formalities commencing at 10am. All members of the community and media are invited to attend this exciting launch event where there will be kids 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 bring the Jardin Fresh Life brand to Sydney".

Proving why the Nohra & Cantarella families are perfectly suited to being the first independent retailers to join this flagship brand in Sydney, they said "We hope the community of St Marys will support us, the little guys. Our plans are to open more in areas that need the competition and to also show more support for the local customers and battlers".

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