

SPAR News

FROM AROUND THE WORLD

Australia

Australia gains another SPAR Express

SPAR Australia is proud to announce the conversion of a 5 Star Big K store in Toowoomba to the SPAR Express format. Owned by Barry and Wendy Jackson, who have been in the retail business for nearly 18 years, the store is strongly supported by the local community.

The Jackson family were one of the original founding members of the 5 Star Group, which has now been in operation in the country for over 14 years. SPAR Express Toowoomba features a strong grocery, takeaway, BBQ Chicken and confectionery range.

Situated within walking distance of five schools, the store is known for its outstanding customer service, as the Jacksons take the time to get to know their customers by name and ensure their needs are met.

The Jacksons have recently refurbished their store by repainting, remodelling the front end, adding extra shelving and working on their floor. By revising the supermarket layout, they have increased the range which has enabled them to provide a better offer for their local community.

The Grand Opening Celebrations of SPAR Express Toowoomba were held at the store on 23rd July. The community response

to the opening was a great success and the changes to the store were well received by customers. The day's events included a BBQ, food tastings, giveaways and unbelievable special offers.

Since converting to SPAR Express, sales have already increased by 20%. John Costanzo, SPAR General Manager for Queensland, congratulated Barry and Wendy for reinvesting in their business. "It just goes to show what can be achieved when owners put time and money into their stores," he said.

SPAR's business principle of supporting independent retailers through the motto of 'family business helping family businesses' is one of the key reasons why Barry and Wendy joined SPAR.

Belgium

SPAR is about sharing ideas and there is no better way of doing this than the SPAR magazine 'Contact International'.

SPAR Retail in Belgium were inspired when they read that their colleagues in Italy had a SPAR tram running in Rome and thought this would be fantastic idea to implement in their own market!

A SPAR tram will run along the coastal cities of Belgium, beginning in Brussels, on one of the longest tram routes in the world, for a period of one year which began in June.

All residents of Belgium visit Brussels at least once a year and will enjoy riding on the SPAR tram, emphasising the feeling that SPAR truly is everywhere.

To increase awareness of the tram, a competition was created for consumers to take photographs of them with the tram and submit the images in order to win prizes!



The opening was celebrated in style



The SPAR tram is strongly branded