

SPAR Australia

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MEDIA RELEASE

Deception Bay to be the home of Australia's first SPAR concept store

Deception Bay will be home to the first SPAR concept store in Australia when it launches this Saturday.

Along with an extensive deli and fresh food department, the store will feature SPAR's new Treehouse cafe - a food-to-go offer where customers can sit down and enjoy premium Fairtrade coffee, fresh pastries, pies and sandwiches.

Complementing the in-store cafe is SPAR's Russell & Ryan Fine Foods products which offer pre-made hot meals and salads that customers can select themselves and take-away.

Store owners Greg and Sue Fretten are confident local residents will be impressed by the variety and the convenience their store will offer.

"It's no secret that in this day-and-age, with people working longer hours and both parents usually in busy jobs, families are looking for easier ways to shop for the basics," Mrs Fretten said.

"My husband and I have spoken to people in the local community and they've told us they're looking forward to having the store close by as it will save them having to drive kilometres out of their way to grab their dinner or a few basic groceries.

"With this being the first concept store in the country, we're excited about the challenges ahead and the opportunity to be involved in the local community.

"We're looking to hire up to 20 locals for full-time and casual positions and we've already been inundated with applications."

Mr and Mrs Fretten have 25 years combined experience in owning and managing their own businesses in Sydney, the Gold Coast and Brisbane.

The Deception Bay concept store is a milestone for SPAR Australia and is the culmination of more than 18 months of planning by management for future store design and product offering.

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SPAR Australia CEO, Leigh Carson, said the concept store was the first Australian example of SPAR's world-leading retail design concepts.

"Throughout the world, SPAR is regarded as a leader in anticipating consumer trends and introducing innovations and concepts that break new ground," he said.

"The opening of this store is not only an exciting development for SPAR, it's an exciting development for supermarket retailing in Australia because it will introduce a contemporary retail offer not often seen by Australian Supermarkets.

"At SPAR, we don't believe in one perfect model of business and we pride ourselves on being in touch with the requirements of the consumers in each local market by providing a retail offer that meets their needs.

"This store demonstrates that SPAR Australia is capable of bringing to market a unique and innovative retail outlet while at the same time staying true to our core principals of providing quality, excitement and a fresh offer to customers.

"This store was built from the ground up so it provided an excellent opportunity for us to showcase many of the new retailing concepts we have pioneered overseas that have won multiple store design awards in countries such as Ireland, South Africa, Europe, UK and China.

"We have more stores planned to open over the future months, and we've already had significant interest from our independent retailers who are excited about embracing the new retail concepts.

This weekend's launch will include a free sausage sizzle, jumping castles, the Paddle Pop Lion and autograph signings by Brisbane Broncos player, Justin Hodges.

Prizes and giveaways will be on offer, including a free bottle of milk for customers who bring in a voucher which will be distributed to letterboxes in the area.

The SPAR brand is a global success boasting around 15,160 stores in 34 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 millions of 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.

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