

**SPAR Australia**

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## **PRESS RELEASE**

### **SPAR converts another 5 Star store to SPAR in Coraki**

SPAR Australia is proud to announce the conversion of 5 Star Coraki to SPAR. Owned by Rodney and Marion Darke, SPAR Coraki is excited to have made the transition to SPAR and have worked tirelessly over recent weeks to improve the offer to better serve their local community.

Rodney and Marion's experience in small business, customer service and the local community provide a strong basis for their move into the supermarket business. Committed to making SPAR Coraki a success, the Darke family has now made Coraki home, moving to live at the rear of the store.

SPAR Coraki features a strong grocery range featuring a number of local products and BBQ Chickens which are popular with the locals. Rodney and Marion have already extended the Grocery range by approximately 500 lines and are currently extending the range of both their Fresh Produce and Service Delicatessen.

Located at 75 Richmond Terrace, Coraki, the store is well situated within the community. SPAR Coraki is currently open from 7am to 6pm weekdays, 8am to 2pm Saturdays and 8am to 12pm Sundays, but is reviewing the needs and desires of the local community in view of extending these hours.

SPAR Coraki now offers hundreds of extra specials per week and are considerably reducing all the prices throughout the store. To communicate these specials and savings, a weekly catalogue is being distributed to provide added convenience for customers. To date, the community response has been very positive with a large number of locals shopping in the store. Feedback regarding the huge number and value of extra specials, the cheaper prices and the extra products now being carried by the store have been overwhelming.

The focus of Rodney and Marion on exceeding the needs of their customers and the community as a whole is evident in the work they have put into improving their new store and their focus on customer service. Local sponsorships have already been established and include the local touch team, hockey club and the local Race Day.

The Grand Opening Celebrations of SPAR Coraki will be held at the store on Saturday 26<sup>th</sup> November. There will be an outdoor Market Day, face painting, a clown, giveaways, a sausage sizzle and a fantastic competition to win a 42 inch LCD television! To enter the draw to win the TV, customers just need to spend over \$10 in a single transaction (excluding tobacco). The draw will take place at the Grand Opening Celebrations at 11am and the winner will be invited to claim their exciting prize!

Since converting to a SPAR Express, sales have already increased by 35%. John Costanzo, SPAR General Manager for Queensland said he "Would like to congratulate Rodney and Marion for the efforts they have put into their new business to tailor their store to meet the needs of their local community. A great improvement is already obvious and we look forward to working with Rodney and Marion to continue their store's development".

Since December 2010 SPAR Australia has converted 17 Metcash supplied stores to the group, has welcomed another 12 independent retailers and now adds SPAR Coraki to the SPAR family. SPAR's business principal of supporting independent retailers through the motto of "family business helping family businesses" is one of the key reasons why Rodney and Marion joined the SPAR brand.

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.

Locally owned and operated, SPAR Coraki is part of the worldwide SPAR family. Over 12,136 SPAR stores across 34 countries meet the needs of over 11 million customers daily. At SPAR you can be assured of great service, a great range, low prices every day and specials that will SAVE you money!

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