

## SPAR Australia

Fox Road  
Locked Bag 30  
Acacia Ridge QLD 4110  
TEL: +61 7 3715 3000  
FAX: +61 7 3715 3001

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# PRESS RELEASE

## SPAR converts another 5 Star store to SPAR Express in Alpha

SPAR Australia is proud to announce the conversion of 5 Star in Alpha to SPAR Express. The store is owned by Russ & Margaret Glindermann who both had backgrounds in retail before taking over the store in the small country town of Alpha.

In 1994, the Glindermanns took over the Alpha Trading Post and in 1997 they became one of the founding Members of the 5 STAR Group. With mutual support so important to local businesses in Alpha, the range in the store features a substantial grocery offer and fresh produce. With the range tailored to meet the needs of the Alpha community, SPAR Express Alpha focuses on the main product needs of bread, milk, smallgoods, fresh eggs, frozen foods and award winning fresh fruit and vegetables.

Russ and Margaret enjoy being in the store daily to provide excellent personal service and have made extensive price reductions throughout the store as part of their conversion to SPAR Express.

After being affected in the January Floods, significant work has been undertaken in the store to bring it back to life. After 60cm of water flooded the store, new flooring, a new paint job, new counters, and new internal signage were called for. These significant works combined with a relay of the store have resulted in the new and improved offer visible in SPAR Express Alpha.

Located at 37 Shakespeare St, SPAR Express Alpha is well situated in the heart of town to ensure convenience for locals. Open from 8am to 6pm, 6 days, the store is known for their outstanding customer service. The Glindermanns take the time to know their customers by name and ensure their needs are met.

The Grand Opening Celebrations of SPAR Express Alpha were held at the store on Saturday 3<sup>rd</sup> September. 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 giving away a fantastic BBQ, a sausage sizzle, giveaways and unbelievable specials.

Since converting to a SPAR Express, sales have already increased by 20%. John Costanzo, SPAR General Manager for Queensland said he "Would like to congratulate Russ and Margaret for reinvesting in their business, particularly after being impacted by the floods in January. We're so pleased the store is back on its feet and has stepped up to join the SPAR Express brand. It just goes to show what can be achieved when owners put time and money into their stores to create a better shopping experience for their local community".

The Glindermanns plan to continue their support of local community groups such as the local Alpha Brumbys Rugby League Football Club, the Alpha Rodeo Association - sponsoring the Annual Rodeo and the Alpha Jelly Beans Kindy, who they have supported for 14 years.

Since December 2010 SPAR Australia has converted 17 Metcash supplied stores to the group, has welcomed another 10 independent retailers and now adds SPAR Express Alpha 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 Russ and Margaret joined the SPAR Express 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 Express Alpha 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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For all enquiries please contact:

Rebecca Andrew  
Marketing Manager  
SPAR Australia Ltd  
0405 711 876

John Costanzo  
General Manager Queensland  
SPAR Australia Ltd  
0417 002 801