

SPAR Australia

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PRESS RELEASE

SPAR Maclean Completes Major Renovations

Located in Northern NSW, SPAR Maclean is owned by Bob and Judith Little and is managed by Janelle McLachlan. This unique store proudly claims the title of the longest continually running grocery store in Australia. There have been many changes made to the store over the years, but the last six months have seen the biggest so far.

Committed to providing an outstanding shopping experience for their customers, Bob and Judith have invested significantly to bring their plans for the store to life. This renovation has seen the store expanded to provide a larger shopping area, with less cluttered, more presentable Fresh Departments. Most notably, providing extra room for their award winning Produce Department will only contribute to their excellence and ongoing success in fresh fruit and vegetables, and the expansion of their Deli allows the exciting addition of many new products.

The increased store size has also allowed SPAR Maclean to offer a larger range of products in all departments. Even while the store was being expanded, customers were quick to notice the difference and comment on the increased range available. The last major renovations at SPAR Maclean were carried out fifteen years ago. Since that time there has been ongoing upgrading of equipment such as refrigeration, Point of Sale and Back Office Systems, etc.

The fresh new modern image with improved lighting definitely provides a more pleasant shopping environment for customers. The fantastic combination of SPAR Maclean's long history with a new and exciting modern offer brings an excellent feel to this store. Feedback from customers has been extraordinary throughout the works and the support shown by the community has been greatly appreciated.

When asked about his new store and the community response, Bob Little said "Undertaking works of such magnitude is never easy, but when customers show their support and provide such positive feedback about the improved store we created for them, it is wonderful".

Winners of the 2014 Customer Service Excellence Award, SPAR Maclean has definitely gone above and beyond all expectations to provide a superb shopping experience for their customers. With the slogan "We pack, we carry, we care" emblazoned on the front of the store, the team at SPAR Maclean really live and breathe this motto.

Strong supporters of their local community, SPAR Maclean maintains a high focus on staff presentation and providing exceptional service. Featuring a full range of fresh fruit & vegetables, a full Service Deli,

freshly baked bread, meat provided and maintained by the local butcher, groceries and many services including full EFTPOS facilities, Phone Recharge, Special Event Ticketing and Fishing Licences, SPAR Maclean really caters for their local community. The Little's ensure they always have full compliance to the SPAR promotional program and run a competitive pricing structure to ensure value is offered to their customers.

SPAR Maclean is a store with a strong community bond, consistent standards, strong promotional compliance and a tailored local offer. The commitment of the store's staff ensures customers have experiences in store that truly reflect the ideals of SPAR. There are always staff on hand to help throughout the store and the number of trips made out to cars carrying customer's shopping is incredible!

The importance of rewarding customers through their loyalty program and their focus on customer service really demonstrate the old fashioned customer service that is a key feature of SPAR Maclean. The Team at SPAR Maclean love their new store, which enables customers to do their full supermarket and fresh food shop at competitive prices, in a modern environment while still maintaining the levels of Customer Service that they have become famous for.

Located at 4 River St, SPAR Maclean ensures great convenience for their local community, with newly extended trading hours of 7am - 8pm every day.

SPAR Maclean will be celebrating the launch of their newly renovated store on Saturday 28th February from 10am and invite everyone to share in the celebration. Dr Gordon Campbell, CEO of SPAR International, will be in attendance at the event, after travelling all the way from Amsterdam.

Dr Campbell said "The unique history of SPAR Maclean, combined with the way they epitomise the SPAR ideals, make this celebration one worth travelling for!"

To wrap it all up, Bob said "We are excited to be able to show glimpses of our heritage in our store, particularly as we have been doing groceries long before Coles and Woolworths were even thought of! We can't wait to celebrate the completion of this refurbishment with our valued customers and industry colleagues."

SPAR Australia congratulates Bob & Judith Little and the Team at SPAR Maclean on their commitment to their community and the fantastic improvements they have made to their store.

Locally owned and operated, SPAR Maclean is part of the worldwide SPAR family. Over 12,300 SPAR stores in over 36 countries meet the needs of over 13 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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