

SPAR Australia

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MEDIA RELEASE

SPAR West Kempsey scoops six awards at 2009 SPAR Gala Awards

SPAR West Kempsey is celebrating after winning six awards last Saturday night at the 2009 SPAR Gala Awards.

Held at the Gold Coast Exhibition Centre, owners Geoff and Sue Bryon received awards in the store presentation, marketing, food safety, mystery shopper and legal compliance categories, and also took home the highly-coveted SPAR Supermarket of the Year Award.

After converting their store from a 5 Star supermarket in April last year, Geoff and Sue admitted they were shocked at their achievement but acknowledged their success has come after plenty of hard work and dedication from their staff.

“We work really hard to deliver on all of the standards that set SPAR apart from our competition, especially a dedication to customer service and high quality fresh food offerings,” they said.

“Over the next year our focus will be on continuing to develop the store and thinking of new ideas on how to improve our range so it is in line with what our customers need.”

While Geoff and Sue won't reveal the secret recipe that keeps locals coming back to buy 600 hot chickens a week, they wanted to take the opportunity to thank their customers for their loyal support, acknowledging “without them we would have nothing”.

SPAR Australia General Manager for Retail Operations, Travis Cunnane, was quick to praise the retailers, saying they have come a long way over the last 18 months.

“Geoff and Sue have done a great job with their store, building it from scratch and providing a modern, comprehensive offer for their customers,” he said.

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“They are well known and well liked in their community and spend a lot of time getting to know what locals want from their store. They are prepared to invest back into their business to ensure it delivers on their customers’ expectations and the results speak for themselves.”

This year’s Awards were more challenging than last year and Mr Cunnane said he was impressed by the hard work and commitment shown by retailers.

“This is the second year we have run the Awards program and we made several changes to the scoring and questions to ensure they were reflective of the current retail environment,” Mr Cunnane said.

“We used external suppliers to perform most of the judging to ensure objectivity and we were blown away by how close the stores rated across the various categories – in many cases there was only one point separating the winners.

“There were a lot of new winners this year and more winners within each awards category which was fantastic to see. We want all of our retailers succeed and hope they will use the criteria as a benchmark for their staff moving forward.”

The SPAR brand is a global success boasting around 13,610 stores in 31 countries. SPAR is an acronym that means "Save" in Europe and last year, SPAR stores, all 100 percent locally owned, injected almost \$400 million in sales into Australia’s retail economy.

Worldwide, the SPAR group serves more than 10 million customers every day and supports local communities all over the world by sponsoring local sporting clubs, charities and community events.

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