

SPAR Australia

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MEDIA RELEASE

Sussex Inlet welcomes SPAR to their community

The world's largest supermarket group, SPAR, will officially open its doors in Sussex Inlet this Saturday, November 27, when long term operators and Sussex Inlet residents Dimitri Spyraakis, Spiro & Soula Kapetanios celebrate the official launch of their rebranded family store.

SPAR Sussex Inlet's launch will officially begin with a ribbon cutting ceremony at 11 am and feature a free sausage sizzle run by the Royal Volunteer Coastal Patrol from 10 am, free sample bags, merchandise giveaways, in-store specials, balloons for the kids and the opportunity for customers to win several major prizes on the day.

The launch will also be attended by dignitaries including the Federal Member for Gilmore, Joanna Gash, and Shoalhaven City Mayor, Paul Green.

While the SPAR brand is a household name throughout Europe and other parts of the world, it has quietly built its Australian presence and now has 101 independently owned world class stores operating throughout Queensland and New South Wales.

Speaking on behalf of the family, Dimitri said the supermarket will bring a different shopping experience to the Sussex Inlet region with a heavy emphasis on high quality fresh food and stock that is tailored to the local market.

"Most Australians are used to the one-size-fits-all shopping experience provided by the big existing chains, but because of the SPAR model where each store owner can decide what they stock and how they operate, we provide a far more localised approach.

"It's the same with supporting local clubs and activities, we are not dictated to by head office so we can play a genuinely meaningful role in the local community.

"SPAR has been incredibly successful all over the world by providing its retailers the support and buying power of a global brand, combined with an offer that is specifically designed for each local market. We're very excited to be a part of it.

“The SPAR offer is generally considered more sophisticated than traditional Australian supermarkets and we are totally confident that shoppers in this area will appreciate the difference.””

SPAR Australia CEO Leigh Carson said the company was delighted with the family’s decision to bring the business under the SPAR brand and that the move was further evidence independent retailers were seeing the benefits of belonging to the SPAR retail family.

”SPAR operates its business with the interests of Independent retailers as its number one priority. We are very committed to providing them with everything they need to deliver an outstanding retail offer,” Mr Carson said.

“We’re very happy to have Sussex Inlet as the newest member of the SPAR global retail network.”

SPAR is a global success, operating more than 13,000 stores in over 30 countries around the world. SPAR stores are all 100 percent locally owned. SPAR injected almost \$400 million in sales into Australia’s retail economy last year. 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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