

## SPAR Australia

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13 November 2008

# ***MEDIA RELEASE***

## ***SPAR Express Twin Waters scoops region's business award***

After re-branding to SPAR only last year, SPAR Express Twin Waters owners David and Leona Clanahan are celebrating this month after winning one of the Sunshine Coast's prestigious business awards on Saturday 8 November.

Winning the Micro Retail Award 2008 in the Sunshine Coast Excellence in Business Awards, Leona said she and David were delighted to win, especially given they were nominated by their own customers.

"We've been completely accepted into the community since we relaunched as SPAR Express in March last year. We're overwhelmed by the support and feedback we receive from our customers," said Leona.

"It was such a surprise when we received a phone call from the Maroochy Chamber of Commerce notifying us of our nomination. It makes us feel proud that we've been able to make an impact in the community.

"Since we've rebranded to SPAR, we haven't looked back. The level of support we've received right from the beginning is outstanding and not what you would expect from the world's largest supermarket chain. It feels more like a family."

All nominated businesses were subject to a judging process, in which representatives from the Maroochy Chamber of Commerce came out to interview the couple about different aspects of their business, including staff training, business ethics, work plans and how their customers perceive them.

In addition to the regional business award, the Clanahans have also recently achieved national recognition of their hard work, receiving awards in both the Marketing and Food Safety categories in the retail group's own annual SPAR STARS Awards held last month.

A family business in the true sense of the word, Leona and David work in the store together, along with their two sons, Leona's sister and her parents. According to Leona, the family

atmosphere in the store has helped to develop the strong customer service record they are known for.

“We receive a lot of feedback from customers about our friendly service. We strive to give our customers the personal touch in all that we do, which has allowed us to build up a lot of repeat custom,” said Leona.

“If a customer requests a certain product we don’t stock, we do our best to locate it and bring it in for them. We also tailor our products to our customers’ needs as much as possible, such as with our hot BBQ chickens.”

Prepared with their own stuffing and larger than the usual hot chickens available at size 16, SPAR Express Twin Waters is providing great value for the families and retirees in the community. The chickens are so popular customers need to pre-book to ensure they don’t miss out.

The SPAR brand is a global success boasting around 15,160 stores in 34 countries. SPAR is an acronym that means "Save" in Europe and last year, SPAR stores, all 100 percent locally owned, injected almost \$300 million into Australia’s retail economy. With franchise opportunities throughout the country, SPAR is the fastest growing independent supermarket brand in Australia and winner of Global Convenience Format of the Year in 2007.

SPAR Express Twin Waters is one of 78 SPAR stores in Australia. Worldwide, the SPAR group serves millions of customers every day and supports local communities all over the world by sponsoring local sporting clubs, charities and community events.

## **Ends**

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