

SPAR Australia launches new store In Wilton, New South Wales

SPAR Australia welcomed the addition of another new store to its family on 30 January 2016, with the grand opening of SPAR Wilton in New South Wales.

SPAR is excited to be working with retail veterans, Paul and Renè Randall. The Randalls have a combined forty years of retail history, including Senior Retail Management experience and ten years of store ownership.

With the opening of their new SPAR store in Wilton, 80 km south of Sydney, the Randalls will support the local community by providing a much needed supermarket in the new Wilton Plaza Centre, working with community groups and providing employment opportunities. Until the arrival of SPAR Wilton, locals were forced to drive between 11 and 28 km to Picton or Campbelltown for their grocery needs.

SPAR Wilton offers superb fresh produce, a full service deli, quality meat delivered fresh daily, a great grocery range and strong dairy, frozen and general merchandise ranges to ensure the community can source all of their supermarket needs locally. The friendly service and value offer provided by the store, combined with convenient trading hours, will ensure SPAR Wilton's popularity with customers.

“We will be a store that meets all of our customers' weekly shopping needs at competitive prices. We have also implemented a great loyalty programme to reward customers who shop with us,” said Paul.

At the opening, SPAR Wilton welcomed customers with product tastings, giveaways, a sausage sizzle, live entertainment provided by the local community radio station and great specials. Children were entertained with a very popular mobile animal farm (kindifarm), a jumping castle, face painting, a magician and enjoyed receiving a balloon character each. The event was very well attended, with over a thousand locals coming along to support the launch.

State MP, Mr Jai Rowell, Wollondilly Shire Mayor, Simon Landow, and SPAR Australia Managing Director, Lou Jardin, joined the Randall family for the celebrations, each saying a few welcoming words and participating in the cake and ribbon cutting ceremonies. As soon as the ribbon was cut, customers flooded the store and were pleasantly surprised by the great range of products they found on offer.

Providing significant local employment, as well as the convenience of a local supermarket, the store has already been met with great support from the community. The staff set very high standards instore right from day one. Their enthusiasm and friendly service is an asset to this new business.

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