

SPAR Australia

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PRESS RELEASE

SPAR Launches New Store at Hillcrest

SPAR Australia is proud to announce the launch of SPAR Hillcrest. Owned by Parvendra Maharaj, SPAR Hillcrest is a local community store who swapped to SPAR from another supermarket brand to gain greater assistance in developing the store and tailoring the offer to better meet the supermarket needs of their local community.

Parvendra has been operating supermarkets for the past 15 years with Cut Price, AUR and Foodworks. Given this strong background in independent FMGC retailing, the decision was made to change over to SPAR due to SPAR Australia being a family business that understands the needs of family businesses.

The current store has been operated for the past 8 years. With a focus on providing exceptional customer service, SPAR Hillcrest will provide the Hillcrest community with an extensive range of groceries that is competitively priced with the major chains. The offer includes Fresh Produce, Fresh Meat, a Serviced Deli, Food to Go, BBQ Chickens and a large grocery range. In addition to these departments, SPAR Hillcrest is also a sub-newsagency and sells Scratch-its – which will hopefully see some winning tickets sold!

SPAR Hillcrest have worked hard to improve their fresh produce and deli ranges. They have broadened their grocery range and greatly increased their number of specials. These factors combined with improved lighting, a significant internal and external freshen up, including works in the car park which now has identified car spaces, have all contributed to the appeal of the store.

SPAR Hillcrest is located at 71-83 Coronation Road, Hillcrest. This location provides a convenient shopping solution for customers, particularly with ample parking right at the front door. SPAR Hillcrest is open from 6:30am – 8:30pm, weekdays and 7:00am to 8:30pm on weekends.

Active in their local community, SPAR Hillcrest sponsors a number of local sporting groups and schools. Parvendra believes this local support is vital in promoting healthy lifestyles and activities in the local community. To bring even more added value, SPAR Hillcrest will run over 1,500 weekly specials each week!

Customers have been excited by the changes made to the store and the store changing over to SPAR. Parvendra is “thankful for the ongoing support he has received from the local community as he and his family have taken on the supermarket and converted it to SPAR. We look forward to continuing to return that support to our local community”.

The celebrations to launch this new SPAR store at Hillcrest were held at the store on Saturday 19th November with a sausage sizzle, sample bags, balloons for the kids and red hot specials for all customers. The launch day was a great event, with Councillor Lynne Clarke commencing the formalities.

Since December 2010 SPAR Australia has converted 18 Metcash supplied stores to the group and has welcomed another 12 independent retailers to the group. SPAR's business principal of supporting independent retailers through the motto of "family business helping family businesses" is one of the key reasons why Parvendra joined the SPAR brand.

Since becoming Managing Director of SPAR Australia in December 2010, Lou Jardin has vowed to continue to provide competition at the wholesale level, ensuring independent Retailers are able to source deals that allow them to compete in the market and ensure the survival of family businesses in the grocery industry.

Locally owned and operated, SPAR Hillcrest is part of the worldwide SPAR family. Over 12,138 SPAR stores across 35 countries meet the needs of over 11 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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